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REIDSVILLE
NORTH CAROLINA

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1963



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THIS REPORT WAS PREPARED

FOR

THE CITY OF REIDSVILLE, NORTH CAROLINA

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I INTRODUCTION

PURPOSES

This study of the population and economy of Reidsville is designed for use by the general public and city officials in evaluating the city's development and as an aid in planning for and encouraging growth in the future. This report also serves to provide the necessary information to be used in other aspects of the city's planning program by the Division of Community Planning. In this report, the past and present situation will be reported and analyzed. In those cases where sufficient information is available, trends will be noted and used as a guide in projecting into the future.

SOURCE OF INFORMATION

The chief source of statistical information for the material presented in this report was the published and unpublished census information compiled by the Bureau of Census. This information was supplemented by material provided by the Employment Security Commission of North Carolina and by interviews with individuals in business and industrial fields in Reidsville.

II POPULATION

Although Reidsville was not incorporated until 1873 -- many years after such towns as Madison and Leaksville had incorporated -- it was the largest town in Rockingham County before the turn of the century. This growth resulted from the industries which were attracted to the area by the railroad built in 1863. At the turn of the century, Reidsville had a population of 3,262, half of all the people in Reidsville Township and one-fifth of all the people in the county.

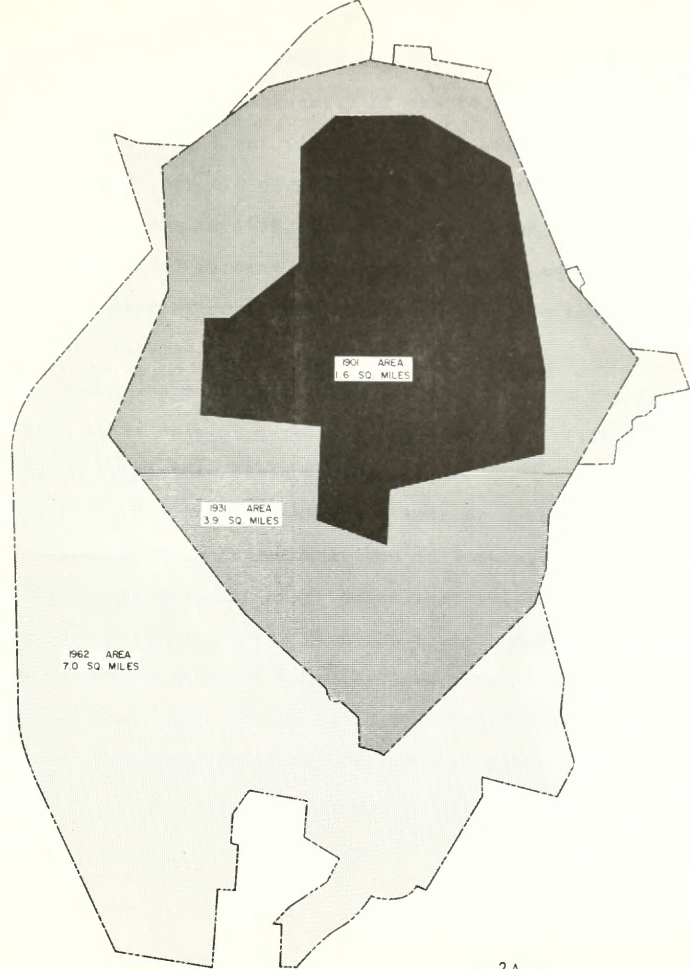
The average rate of increase in population per decade for Reidsville has been 28.9 percent. This rate of increase was exceeded only once prior to 1930. That occurred during the 1910's. This large increase in the city's population, accompanied by a large decrease in the population for the township excluding the city, is the result of the corporate boundaries of the city being defined and enlarged on January 18, 1901.

The city's most significant growth during the first half of this century occurred during the 1920's. Since the township excluding the city experienced an even larger increase than the city, the large increase by the city was the result of real growth and not annexation.

Without the increase in population due to annexation, there would have been no significant increases between 1930 and 1960. On March 30, 1931, the city annexed a relatively large area in all directions, with most of the additional area coming from the south and west (see map on page 10). Even though the city had 51.6 percent increase in population during the 1930's, which was due mostly to annexation, the real growth for the city is found in the nominal increase of 14.4 percent for the township.

REIDSVILLE

MAJOR ANNEXATIONS
1901 — 1962



As was the case in 1931, the annexation on December 19, 1959 primarily extended the city corporate limits to the south and southwest. Of the 14,267 city residents in 1960, almost two thousand (1,939 or 13.6 percent) lived in the recently annexed area. In the 1950 city area, the population increased by only 620 persons from 1950-1960. Thus, if the city had not annexed the large area shown on map one in 1959, the 1950 population of 11,708 would have increased by only 620 persons by 1960, a 5.3 percent increase. With the annexation, the city realized a 21.9 percent increase in population during the decade and the township excluding the city sustained a 7.5 percent decrease.

The population growth has been greater in the city than in the township, largely as a result of annexation. While only 50 percent of the township residents lived in the city in 1900, sixty years later 80 percent lived in the city.

The real population growth for the city can best be visualized by comparing the township with other areas. Although the population growth in Rockingham County has not kept pace with the State or Piedmont during the past sixty years, Reidsville Township has grown at the same rate as the Piedmont and a little faster than the State. During the past decade, the population growth for the township continued to exceed the growth in the State and County (26 percent of Rockingham County citizens now live in Reidsville Township). However, the growth for the Piedmont edged ahead of the Township growth during the 1950's.

Table 1 POPULATION TRENDS 1900 - 1960

	1900	1910	% Change 1900-1910	1920	% Change 1910-1920	1930	% Change 1920-1930
North Carolina	1,893,810	2,206,287	16.5	2,559,123	16.0	3,170,276	23.9
Piedmont	939,851	1,105,286	17.6	1,305,156	18.0	1,702,619	30.5
Rockingham County	33,163	36,442	9.9	44,149	21.1	51,083	15.7
Reidsville Twp.	6,446	6,969	8.1	7,903	13.4	11,067	40.0
Reidsville City <u>1/</u>	3,262	4,828	48.0	5,333	10.5	6,851	28.5
Twp. Excluding City	3,184	2,141	-32.8	2,570	20.0	4,216	64.0
	1930	1940	% Change 1930-1940	1950	% Change 1940-1950	1960	% Change 1950-1960
North Carolina	3,170,276	3,571,623	12.7	4,061,929	13.7	4,556,155	12.2
Piedmont	1,702,619	1,939,616	13.9	2,244,420	15.7	2,593,043	15.5
Rockingham County	51,083	57,898	13.3	64,816	11.9	69,629	7.4
Reidsville Twp.	11,067	12,661	14.4	15,498	22.4	17,772	14.7
Reidsville City <u>2/</u>	6,851	10,387	51.6	11,708	12.7	14,267	21.9
Twp. Excluding City	4,216	2,274	-46.1	3,790	66.7	3,505	-7.5

Source: Compiled by DCP from U.S. Census Bureau publications.

1/ A portion of Reidsville Township was annexed by the city in 1901.

2/ A portion of Reidsville Township was annexed by the city in 1931. Portions of Reidsville and Simpsonville Townships were annexed by Reidsville City in 1959. No more than three Reidsville residents were reported as living in Simpsonville Township in 1960.

SUMMARY

1 - During the past sixty years Reidsville Township has grown faster than any other township in Rockingham County except Leaksville. These two townships have grown at about the same rate.

2 - Up to 1950 Reidsville Township had grown at about the same rate as the Piedmont, the area where most of the growth in the State is occurring. During the 1950's, the township did not increase in population quite as much as the Piedmont did.

3 - As a result of the large annexations in the 1930's and 1950's, most of the township growth has occurred in the city. Reidsville, with 42 percent of the county's urban population, is by far the largest municipality in Rockingham County.

POPULATION CHARACTERISTICS

Only five percent of the 17,772 people in Reidsville Township in 1960 were classified as rural farm, while 14.8 percent were classified as rural non-farm.

The small proportion on the farm indicates the relative importance of agriculture as a source of employment in the township. Evidently, a large portion of those employed at non-farm jobs prefer to live outside the city of Reidsville.

In relation to North Carolina or Rockingham County, Reidsville City and Township have low-male-to-total-population ratios and very low white-to-total-population ratios. This means that women outnumber the men and that the proportion of the population nonwhite is unusually high. In the city, only 47.8 percent of the population is male and 66.7 percent of the total population is white. Table two gives the percentages for other areas.

Table 2 POPULATION CHARACTERISTICS, 1960

	Total	PROPORTION OF TOTAL POPULATION				Percent Urban
		Percent Male	Percent White	% Rural Non-farm	% Rural Farm	
North Carolina	4,556,155	49.3	74.6	42.7	17.7	59.6
Rockingham County	69,629	48.8	78.9	38.2	20.7	41.1
Reidsville Twp.	17,772	48.1	69.1	14.8	5.1	80.1
Reidsville City	14,267	47.8	66.7	--	--	100

Chart one shows the percentage age group distribution of the total 1950 Reidsville population with the 1960 percentages superimposed to show whether the age group had decreased or increased.

Going from the younger to the older age groups, the females make up an ever increasing proportion of the population, meaning that the average age of women is higher than for the men. In 1960 the median female age was 32.0, three and one-half years higher than the median male age.

Chart 1 PERCENTAGE OF TOTAL POPULATION IN AGE GROUPS BY RACE AND SEX FOR REIDSVILLE CITY,
1950 and 1960

ADDENDUM
For Page 6 A

For the white male age groups 45-49, the chart should show that the proportion of the total population in this age group increased from 2.0 percent in 1950 to 2.3 percent in 1960 rather than the other way around as is shown.

Although the Negro female age group 60-64 had a numerical increase from 67 to 90 during the 1950's, the proportion of the total population in this age group at the beginning and the end of the decade was the same, i.e., remained at 0.6 percent of the total population rather than decreased as shown.

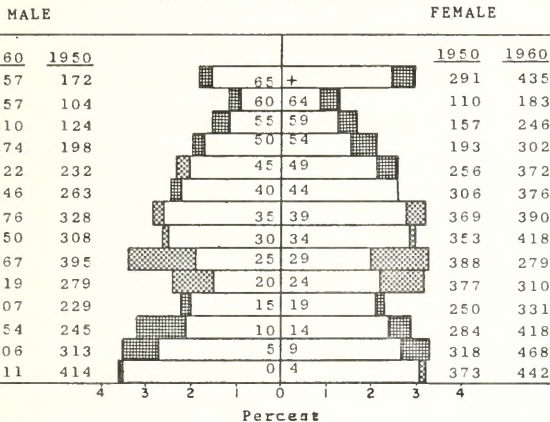
FEMALE	
<u>1950</u>	<u>1960</u>
115	197
67	90
66	120
104	128
142	170
144	148
194	211
208	171
197	145
219	131
161	165
193	226
140	281
208	288

950

Chart 1 PERCENTAGE OF TOTAL POPULATION IN AGE GROUPS BY RACE AND SEX FOR REIDSVILLE CITY, 1950 and 1960

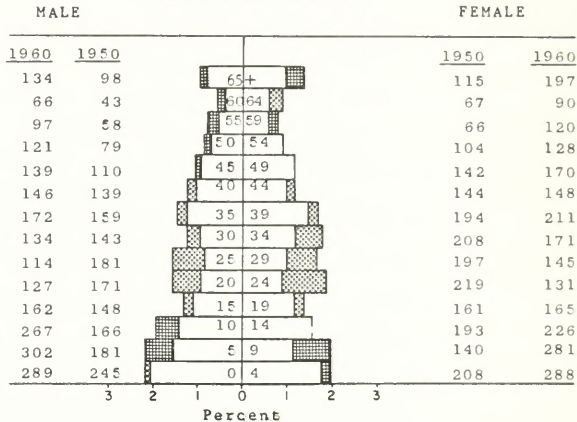
Total population in Reidsville 1950 11,708
1960 14,267

WHITE POPULATION



■ 1960 more than 1950

NONWHITE POPULATION



■ 1960 less than 1950

The increases in population for white people less than 20 years old and for nonwhite people less than 15 years old in 1950 to 1960 are the result of an increase in the fertility ratio.^{1/} All the people in the age groups less than 20 years of age were born since 1940. In 1940 the fertility ratio was 252. The ratio increased to 348 in 1950 and to 423 in 1960.

At the other end of the age groups, generally those age groups above 45 years of age increased in number and in percentage of the total population.

Both white and nonwhite females outlive males. While the percentage of the total population in 1960 over 65 years old was 1.8 percent for white males and 0.9 percent for nonwhite males, the number of white females made up 3.0 percent and nonwhite females made up 1.4 percent of the total population.

In 1960, for the most part, the age groups from 20-44 each represented a smaller percentage of the total population than in 1950. The actual number of white males and females in age groups 20-24 and 25-29 were less in 1960 than in 1950; and during this same time period, the actual number of nonwhite males and females in age groups 20-24, 25-29 and 30-34 declined. A part of this decline in population for the above named age groups is the result of what happened to the fertility ratio during the 1930's. In 1930, the fertility ratio in Reidsville was 294 and by 1940 it had declined to 252.

^{1/} The fertility ratio is the number of children under 5 years old per 1,000 women (single and married) 15-49 years of age.

The increasing birth rate during the 1940's will result in a larger number of men and women to enter the labor force during the 1960's compared to the 1950's and an even larger number during the 1970's.

Usually, it is the energy, drive and productivity of the work force from 20-49 years of age that makes an economy dynamic. Reidsville is losing this portion of its work force in numerical terms as well as in terms of the proportion of the total population. In 1950 there were 5,861 people (50 percent of total population) 20-49 years old. Ten years later there were 28 fewer people 20-49 years old, but the 5,833 people this age only represented 37 percent of the total population.

Even though the population from 20-49 years old is shrinking, the average age of Reidsville citizens is not decreasing. From 1950 to 1960 the median age edged up from 29.0 to 30.6 years old. In other words, there were more people 29 years old and over in the city in 1960 than 1950.

The role the 1959 annexation by the city played in changing the relative proportion of the population in an age group is not known since no age group breakdown is available for the 1,939 people annexed. However, the proportional and numerical decreases in the young portion of the labor force (20-49) is not just the result of a decrease in the fertility ratio or an annexation. In order to better understand what is causing this, it is necessary to look at migration.

SUMMARY

1 - Reidsville's rapid population growth is not occurring proportionately in all age groups. The large increases are taking place in the older (age 50 or older) and younger (under 20) age groups.

2 - The increasing fertility ratio since World War II will result in a larger number of men and women to enter the labor force during the 1960's compared to the 1950's and an even larger number during the 1970's.

3 - Advances in medicine are raising the life expectancy and the number of elder citizens are increasing rapidly. While only 8.5 percent of the total city population in 1950 was age 60 or over, 10.6 percent of the population was this age in 1960.

4 - During the 1950's, the population age 20-49 decreased in number slightly.

MIGRATION

There are several reasons why a person would move from one place to another. Generally, the principal causes of migration are:

1. The desire for better economic opportunities.
2. The attraction of more suitable climates in other areas.
3. Desire for better living or housing conditions.

Anyone familiar with Rockingham County and Reidsville would conclude that few or no people would leave these areas for reasons given in 2 and 3 above. As we shall see later, the economy of both the county and city is not expanding as rapidly as necessary to provide employment for the available labor supply. As a result, a portion of the population is migrating out of the city; and judging from the county trends, many of these former Reidsville residents are moving out of the county (see table 3).

Taking in account the number of births over deaths in old Reidsville ^{1/} from 1950-1960, there should have been at least 1,407 more people in the old city area than the 12,328 persons reported by the U.S. Bureau of the Census in 1960. In order to put the problem in proper perspective, it should be pointed out that for every 100 people in old Reidsville in 1960, ten people migrated out of the city during the 1950's. Some of these 1,407 people, no doubt, established homes in the township outside the old Reidsville corporate limits during the 1950's and were included in the 1,939 people annexed in the city in 1959.

Rockingham county also lost a large portion of its population to migration during the 1950's. Instead of realizing only a 7.4 percent increase in population from 1950-1960, the county population would have advanced by 17.2 percent if 6,321 people had not moved out of the county during the 1950's. For every 100 people living in the county in 1960, nine people

^{1/} For simplicity, the corporate limits existing in 1950 is referred to as old Reidsville and the city after the 1959 annexation is called new Reidsville.

Table 2 MIGRATION OF POPULATION BY RACE FROM THE CITY OF REIDSVILLE
AND ROCKINGHAM COUNTY, 1950-1960

	Reidsville City			Rockingham County		
	White	Nonwhite	Total	White	Nonwhite	Total
1950 Population	7,629	4,079	11,708	51,805	13,011	64,816
Natural Population increase during the decade <u>1/</u>	1,340	687	2,027	8,126	3,008	11,134
Expected 1960 Population	8,969	4,766	13,735	59,931	16,019	75,950
Actual 1960 Population in 1950 area <u>2/</u>	8,136	4,192	12,328	54,957	14,672	69,629
Net Migration	-833	-574	-1,407	-4,974	-1,347	-6,321
Percent Change in expected population due to migration <u>3/</u>	-9.3	-12.0	-10.2	-8.3	-8.4	-8.3

1/ Natural population increase = total births less total deaths. Figures are resident births and deaths provided by the Public Health Statistics Section, N.C. State Board of Health.

2/ For lack of more accurate information it is assumed that the same ratio of white to nonwhite exist in the 1950 area of Reidsville in 1960 as 1950.

3/ The minus symbol (-) denotes migration loss.

left during the decade. Numerically, more white people are leaving the county than non-white; but the percentage change in expected population due to migration is about the same for white and nonwhite, right at eight percent. During the decade 4,974 white and 1,347 nonwhite people left the county.

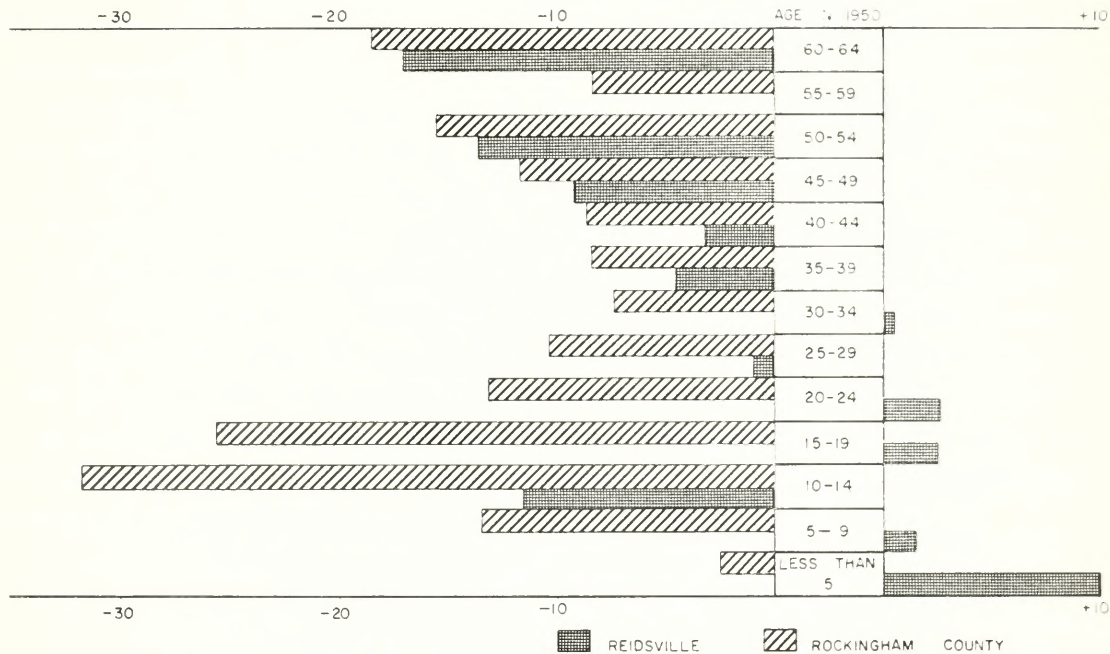
Although a higher proportion of the city residents are leaving the city corporate limits compared to the county residents leaving the county, it is expected that some of the former Reidsville residents live in the county outside the city limits and thus contribute to the city's economy by purchasing goods in Reidsville.

It is likely that a similar contribution to the county's economy is not made, to a significant degree, by the former Rockingham County residents now residing elsewhere.

By noting the number of people in a given age group in 1950 and looking in 1960 at that same group of people, which would be 10 years older, migration patterns by age groups, especially the younger age groups, can be determined for an area. For the younger age groups a loss in number of people due to death is a negligible factor. However, as the groups increase in age, death becomes a more important factor in the numerical decreases.

Chart two shows the percentage change in population by age groups during the 1950's for Reidsville City and Rockingham County. Unless the in-migration for an age group exceeded out-migration plus deaths, the percentage change in population by age groups will be negative, indicating a loss in population.

CHART 2
 PERCENTAGE CHANGE IN POPULATION BY AGE GROUPS DURING THE 1950'S FOR REIDSVILLE
 CITY AND ROCKINGHAM COUNTY.



For all thirteen age groups, Rockingham County lost population from 1950-1960. It was shown earlier that the county lost 6,321 persons due to migration during the decade of the 1950's. Now we are able to get some indication as to the age of the people who moved out of the county. Death is not likely to cause a large decrease over a decade in the number of people who were less than 30 years of age at the beginning of the decade. Yet, large percentage losses were noted for each age group under 30 years of age except for the age group less than 5 years old.

No doubt, out-migration played a role in some of the decreases in population for those age groups above 30 years of age in 1950. However, death was probably a much more important factor.

The amount of migration by those people 10-19 years of age in 1950 (20-29 years old in 1960) is very large. More than 25 percent of the people 10-19 years old in 1950 left Rockingham County during the 1950's. A larger proportion of the males left compared to the females.

Chart two also shows that the city had more in-migration in some age groups than out-migration. This sheds some light on the age of the 1,939 people annexed in the city in 1959. Many of the people were between 15 and 34 years of age in 1950 (between 24 and 44 years of age in 1960). These people had children less than 10 years old in 1950 (less than 20 in 1960) who were also annexed in the city.

There must have been a large number of annexed people (or people who migrated in) who were 55-59 years of age in 1950 (65-69 in 1960) since there was no change in the number of people comprising this age group during the decade. Even for the nation -- where out-migration is not a factor -- the number of people 55-59 years old in 1950 decreased by 13.7 percent during the decade, obviously as a result of death.

Because of the 1959 annexation, no satisfactory conclusion can be drawn with respect to the extent of out-migration by all age groups for the city. However, the relatively large decrease in the age group 10-14 years old in 1950 indicates that the city lost people due to migration from this age group during the 1950's as did the county.

The loss of a large portion of the people soon after they become old enough to join the labor force has implications for both the economy and future population of the county and city. It cost something like \$20,000 dollars, considering the cost of education, to rear an individual. Assuming a cost of \$20,000, the city gave up a \$28 million investment during the 1950's and the county gave up \$126 million due to migration. Other than these losses, the county and city lost the potential economic growth that would have resulted from home construction had the people remained in the county and city to start their families.

It is the people in their twenties and thirties who give birth to most of the children. Yet, it is precisely this age group of people that are leaving Rockingham County and Reidsville. This out-migration on the part of those people who have just started or are about to start their families will influence the future population growth.

SUMMARY

1 - During the 1950's, a total of 6,321 persons migrated out of Rockingham County and 1,407 people moved out of the corporate limits of Reidsville.

2 - This loss in human resources in the county amounted to an estimated 126-million dollar investment. Since it is likely that some of the people moving out of the city establish homes near the city, and thus contribute to the city's economy, Reidsville's loss in human resource amounted to something less than 28-million dollars during the decade.

3 - Although a larger number of white people are leaving the county, a slightly larger percentage of the Negro population are leaving.

4 - It is primarily the young adults, the people of child-bearing age, who are leaving. A large number of people are leaving the county and city before they reach 25 years of age. Also, a large number of people are leaving the county before they reach forty years of age.

PROJECTION

No matter how expensive the crystal in a crystal ball or how elaborate and complicated a forecasting technique is used, any statement about the future is only an estimate. The population figures for 1970 and 1980 in table 5 were derived by extending present trends into the future.

Present trends indicate that the city population should reach 15,500 in 1970 and 17,600 in 1980. Some consequences of these projections for the city include:

School Children: By 1980 there will be about 500 more white children between 5 and 19 years old (a 20 percent increase) within the corporate limits. The number of nonwhite children this age will be about 150 greater than 1960, a 10 percent increase. The number of nonwhite children 5-14 years old is expected to drop a little by 1980.

Labor Force: The labor force (those 20-64 years old) is expected to increase by 300 people during this decade and increase by almost 1,000 people during the 1970's. Due to heavy out-migration, the nonwhite labor force is expected to increase little, if any, during the next two decades.

Retirement Age: Persons age 65 and over will likely double in Reidsville by 1980. This is in keeping with a nationwide trend of greater longevity resulting from improved health conditions and low migration rates. This will mean that something like 2,000 elder citizens will reside in the city by 1980.

Sex ratio: Women are expected to continue to out number men but with a trend toward an equal sex ratio.

Table 5 POPULATION PROJECTIONS FOR 1970 and 1980 ^{1/}

	1950	1960	% Increase 1950-1960	1970	% Increase 1960-1970	1980	% Increase 1970-1980
North Carolina	4,061,929	4,556,155	12.2	5,001,000	9.8	5,478,000	9.5
Piedmont	2,244,420	2,593,043	15.5	2,972,000	14.6	3,480,000	17.1
Rockingham County	64,816	69,629	7.4	71,900	3.3	73,200	1.8
Reidsville Twp.	15,498	17,772	14.7	19,600	10.2	21,100	7.7
Reidsville City	11,708	14,267	21.9	15,500	8.6	17,600	13.5
Twp. minus City	3,790	3,505	-7.5	4,100	16.9	3,500	-14.6

^{1/} Using a computer to analyze population data by age groups for past years, statisticians have produced an estimate of the 1970 and 1980 population for each county in North Carolina. The method they used is known as the Cohort-Survival method, which takes in consideration births, deaths and migration by age groups. The apportionment method was used to derive the projections for the Township. In order to take in more time periods than 1950 and 1960, the Least Squares method was used in making the projections for Reidsville City.

CHART 3 POPULATION FROM 1900-1960 WITH PROJECTIONS FOR 1970 and 1980 FOR REIDSVILLE CITY AND TOWNSHIP AND THE TOWNSHIP MINUS THE CITY



CONCLUSION

Out-migration from Rockingham County and Reidsville is slowing down the population growth in the area. The growth in the county is not keeping pace with the relatively slow growth taking place in the State much less the rapid growth occurring in the Piedmont, the geographic area where the county is situated.

Reidsville is growing faster than the Piedmont, however, the city is not keeping pace with many other Piedmont cities of comparable size such as Sanford, Asheboro, High Point, Lexington, Burlington, Statesville, Salisbury, and Albemarle.

For the most part it is the young adults that are leaving the county and city. The loss of these young adults will tend to hold down the number of births in the area and expenditures for such necessities as homes and food.

Out-migration may be considered undesirable from the point that it tends to slow down economic growth in the area. However, out-migration is usually the result of slow economic growth and not the cause of it. It is possible, nevertheless, that a loss in population, especially young workers may stymie or impede any possible significant economic expansion in the future because of a lack of available productive-workers.

Out-migration is desirable in that it may serve several useful purposes. Persons unemployed or greatly underemployed tend to be more of a liability than an asset to a community by adding to welfare cost and by reducing the standard of living for the community. People without adequate gainful employment live in substandard housing and their children tend to have very little education, a chain of poverty difficult to break once established.

Only a modest amount of growth is expected for Rockingham County during the next two decades, a 3.3 percent increase during the 1960's and a 1.8 percent increase during the 1970's. If present trends continue, Reidsville's population should increase by 8.6 percent during the 1960's and by 13.5 percent during the 1970's so that by 1980 the population should number approximately 18 thousand.

THE WAY OF LIFE

In formulating plans to assist a city's residents in qualitative improvements of their physical and social environment, it is necessary to know the general social and economic characteristics of the people. Some indication of these characteristics may be obtained from certain statistical measures of the income and education of the citizens, along with a study of the employment situation. An evaluation of these human characteristics -- the way people live, what they do with their lives -- is referred to in this report as the way of life.

EDUCATION

In our advanced society, where manual labor is becoming a thing of the past, people walk the streets begging for employment while highly skilled jobs remain unfilled. Education is perhaps the best single indication of how productive and successfully employed a person is likely to be during his life time, as well as a measure of his potential income-earning power. How does the educational attainment in the City of Reidsville compare with that of other areas?

First, what is literacy? One definition of literacy classified only those individuals who have completed at least the sixth grade as literate.^{1/} Those individuals with less than six years of formal schooling are termed functionally illiterate because they normally cannot

^{1/} Various sociologists and educators have used this definition of literacy. It received greatest attention when it was suggested as the standard of literacy for purposes of determining voting competency in the proposed Constitutional Amendment introduced in Congress early in 1962.

read and understand moderately complicated directions or make elementary arithmetic calculations.

According to the above definition, 2,396 (29.6 percent) of the 8,092 people in the City of Reidsville 25 years old or over were illiterate in 1960 (see chart 4).

The proportion of Reidsville's population in the various educational groups is similar to North Carolina, except that a smaller percentage of Reidsville residents fall in the category of a 6th grade education or less. Therefore, the median school years completed for Reidsville is a little higher than for North Carolina, 9.1 years for Reidsville and 8.9 years for North Carolina.

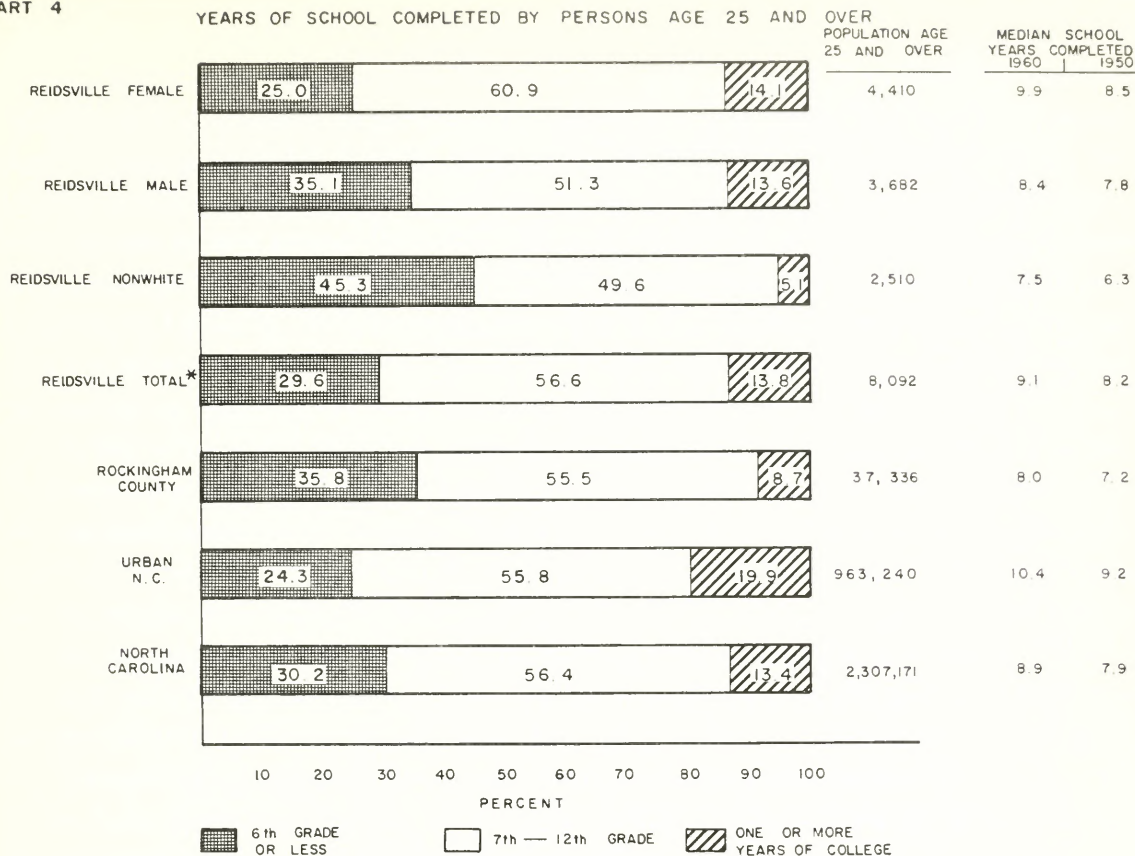
The relatively low proportion of Rockingham County citizens with college training and the high proportion with a 6th grade education or less caused the median school years completed by county residents to be low, a mere 8.0 years in 1960. This was lower than the average for Reidsville in 1950.

If the men in Reidsville had as much formal education as the women, the median school years completed would be nearer 10 rather than 9 years. In 1960, only 25.0 percent of the women were functionally illiterate while 14.1 percent had finished one or more years in college. The relatively large proportion (35.1 percent) of the men with a 6th grade education or less pulled the male median school years completed down to a low 8.4 years.

The lack of education is a serious problem among the nonwhite population in Reidsville. Of the nonwhites, 45.3 percent were functionally illiterate in 1960 while only 5.1 percent had finished one or more years in college.

CHART 4

YEARS OF SCHOOL COMPLETED BY PERSONS AGE 25 AND OVER



* TOTAL IS NOT SUM OF MALE AND FEMALE BECAUSE THERE ARE MORE FEMALES THAN MALES.

Judging from the increase in the median school years completed from 1950-1960, the level of education for nonwhites in Reidsville is rising faster than for whites. While the median school years completed for all races in Reidsville climbed from 8.2 years in 1950 to 9.1 years in 1960 (a 11.0 percent increase), the nonwhite figures rose from 6.3 years in 1950 to 7.5 years in 1960 (a 19.0 percent increase). The relatively slow advancement in the median school years completed for men (an increase of only 7.7 percent), held down the county average increase to 11.0 percent. Except Rockingham County, which experienced the same percentage increase as Reidsville, each of the other areas listed on chart 4 realized a larger percentage increase in the median school years completed from 1950-1960 than did Reidsville.

It should be born in mind that the amount of formal education is not always indicative of economic success. No doubt many citizens with less than a 6th grade education have distinguished themselves as community leaders as well as earning a good living for their families. At the same time, there are many people with a little more than a 6th grade education who can command only meager incomes.

In this mechanized age, the unlettered and unskilled young adults will find it a great deal more difficult to earn even an adequate standard of living than was the case several decades ago when physical labor was in great demand.

Although people in Reidsville, on an average, have more formal education than the people in the State or Rockingham County, there is still room for vast improvement, especially in encouraging Negroes to acquire more formal education.

The one person in four who is functionally illiterate, instead of adding to the unemployment rolls, could find gainful employment if he had more training in how to be a productive worker at something beside using his physical strength.

SUMMARY

1 - Compared to the State and Rockingham County, Reidsville residents rank high in educational attainment with an average of 9.1 grades of school completed. The women have more formal education than the men and the white people have more than the Negroes.

2 - Average educational attainment is very low for Negroes because of the large number with less than a seventh-grade education and the small number with no college training.

3 - Almost 32 percent of the people in Reidsville age 25 or over do not have even a high school education, the minimum training necessary to be considered for most types of non-manual employment.

4 - Due to lack of employment opportunities in the city for college graduates, many of the Reidsville high school graduates going on to college are not returning to the city to live or work.

INCOME

Chart 5 shows the annual mean and median family income and per capita income for Reidsville in 1959 compared to Rockingham County, urban North Carolina, and urban United States. Three statistical measures are used:

- 1) Mean family income is the total income for all families divided by the number of families.
- 2) Median family income is the point at which half of the families have more and half have less income.
- 3) Per capita income is the total of all personal income divided by the total population.

In 1959, Reidsville had a family median income of \$4,940 and a family mean income of \$5,519. The narrow spread between the family mean and median incomes indicates that the annual income of most people in the higher income brackets is not unusually large.

This is not true for urban North Carolina. Although Reidsville had a lower family mean income, it had a larger family median and per capita incomes than urban North Carolina. The wide spread between the family mean and median incomes suggest that a good portion of the people in the higher income brackets in urban North Carolina have rather large incomes.

All three measures of income are significantly higher for Reidsville than for Rockingham County, even though the county ranked 20th in the State in per capita income. The median family income of \$4,940 for Reidsville in 1959 represented a 79.6 percent increase over the \$2,750 in 1949. This was a larger increase in median family income than realized by urban North Carolina, but was much smaller than the percentage increase in median family income for North Carolina or Rockingham County during the 10 year period.

CHART 5

SELECTED ANALYSIS OF FAMILY AND PER CAPITA INCOME 1959

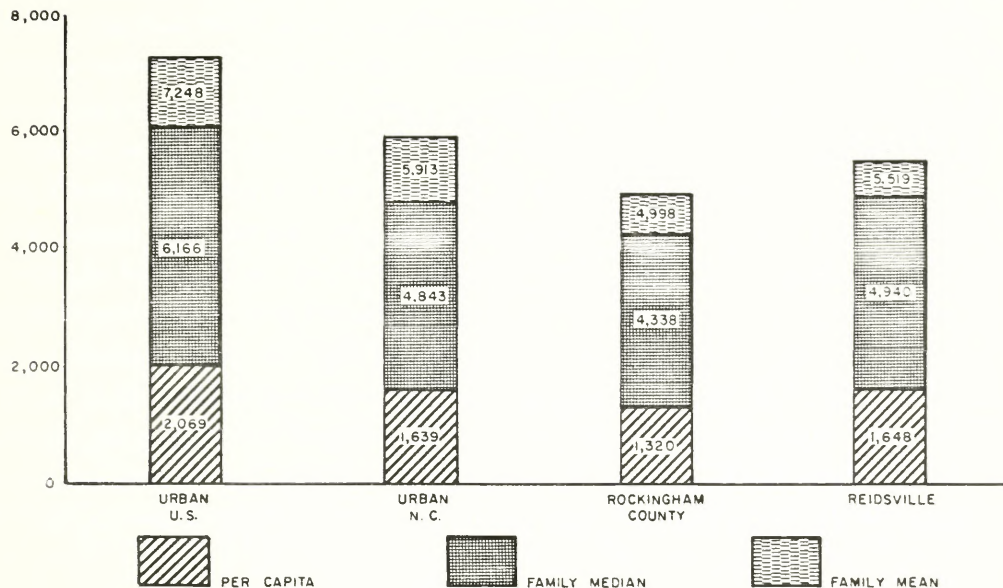


Chart 6 shows the percentage of families in various annual income brackets for Reidsville and other selected areas in 1959. A look at the population by the proportion in each of the various income brackets has significance because it provides some indication: 1) as to the type of goods and services the people will purchase, 2) whether there is sufficient income to adequately finance schools and other community facilities, and 3) whether a large portion of the population live on a substandard income.

Almost everyone would agree that a family with less than \$3,000 in annual income has a substandard income or level of living. Such a family has to spend almost all of the income for basic necessities such as food, clothing, shelter, medical expenses and, perhaps, a moderate amount for some means of transportation. It is also likely that such a family, at the most, will pay only a moderate amount of taxes to support services offered to the citizens by the city.

Even though those families with more than \$3,000 in annual income spend more for the basic necessities -- better homes, clothing, etc. -- they use some income to eat at restaurants, for organized recreation and other luxuries. The individuals most likely to make investment expenditures are represented by the families with a high annual income.

Of the 3,751 families in Reidsville, 25.0 percent had an income of less than \$3,000 and 9.4 percent had above \$10,000 in annual income in 1959. Most of the families with over \$10,000 in annual income received no more than \$14,999. Only 67 families had an income between \$15,000 - \$24,999 and an even smaller number (44 families) had an annual income over \$25,000.

Reidsville not only leads the county, urban North Carolina, and North Carolina in median income, it has a smaller proportion of its people in the less than \$3,000 income bracket compared to these other areas and has a larger percentage in the two top income groups.

Of the 1,114 nonwhite families in Reidsville in 1960, more than half (51.0 percent) had an income below \$3,000 in 1959 and only a few (3.4 percent) had an annual income of \$7,000 or more.

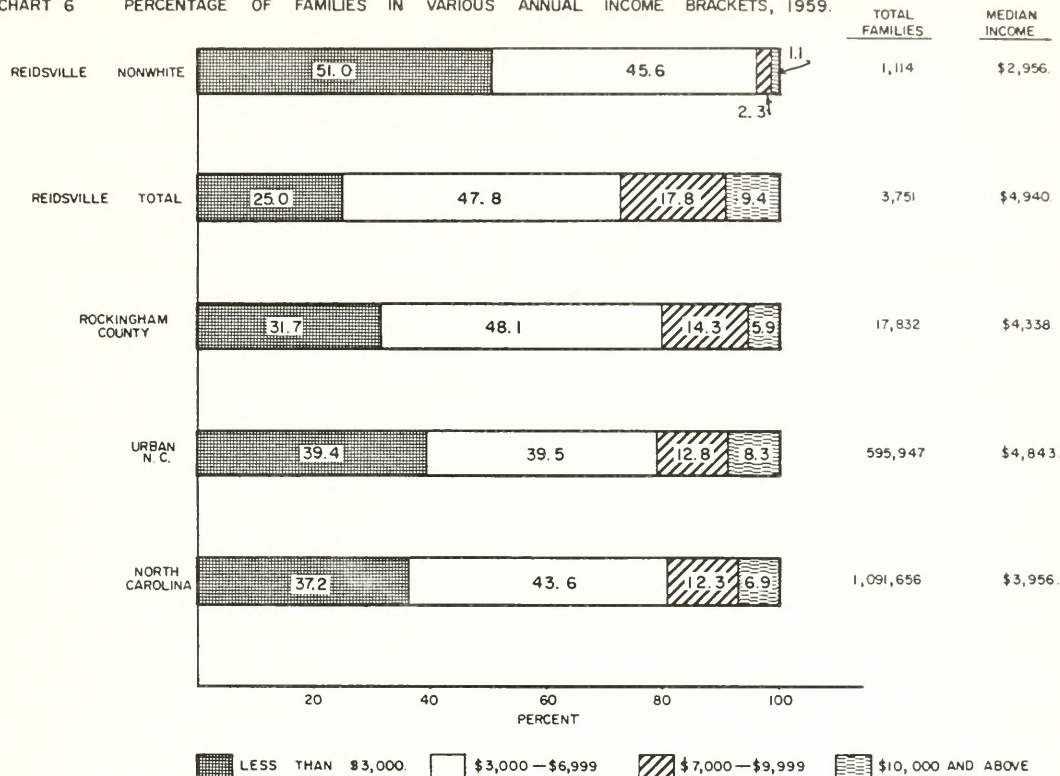
It is suspected that a large portion of those individuals receiving substandard or low incomes are classified as functionally illiterate. The proportion of the population with a 6th grade education or less is about equal to the proportion of the families with less than \$3,000 in annual income.

SUMMARY

1 - Average family income in Reidsville is much higher than that in the county and compares favorably with the average family income for all urban places in North Carolina.

2 - While Reidsville is not growing as fast as many other cities of comparable size in the Piedmont, it has a higher median family income than many of the faster growing cities such as Sanford, Lexington, Statesville, Salisbury and Albemarle. Asheboro, High Point and Burlington have higher median family incomes than does Reidsville.

CHART 6 PERCENTAGE OF FAMILIES IN VARIOUS ANNUAL INCOME BRACKETS, 1959.



3 - As is usually the case, there are wide variations in the amount of annual income received by the families in Reidsville. Out of every four families, one receives less than \$3,000 in annual income, two receive from \$3,000-\$6,999, and one family receives \$7,000 or more in annual income.

4 - More than half of the Negro families have less than \$3,000 in annual income.

EMPLOYMENT SITUATION

The employment figures presented here represent the situation existing in April of 1960 or other years in which the census was taken. Since both Rockingham County and Reidsville have a great deal of seasonal employment in agriculture during the summer months and a moderate amount of seasonal employment in tobacco warehouses and redrying plants in the fall, these figures may tend to over-state the real employment situation. However, these employment figures are indicative of the situation existing in the winter and spring months.

Of the 29,661 persons in the civilian labor force in Rockingham County, 5.0 percent or 1,475 persons were unemployed in 1960. As can be seen in map 2, some of the townships in the county had a smaller percentage of the civilian labor force unemployed than the county and some had a larger percentage. Simpsonville Township had the smallest proportion of its civilian labor force unemployed. Reidsville Township had the highest proportion, with 7.0 percent of its 8,083 civilian labor force unemployed.

Reidsville City has an even higher rate of unemployment than any of the Townships in the County. Of the 6,615 people in the civilian labor force, 7.3 percent were unemployed, which is considerably above the 4.5 percent unemployed in 1950. The large number of women unemployed in the city caused the unemployment percentage to be so high. While only 4.9 percent of the men were unemployed, 10.6 percent of the women were without gainful employment. Also the number of men unemployed decreased from 403 in 1940 to 246 in 1950 and to 186 in 1960, but the number of women unemployed increased from 172 in 1940 to 287 in 1950 and to 299 in 1960.

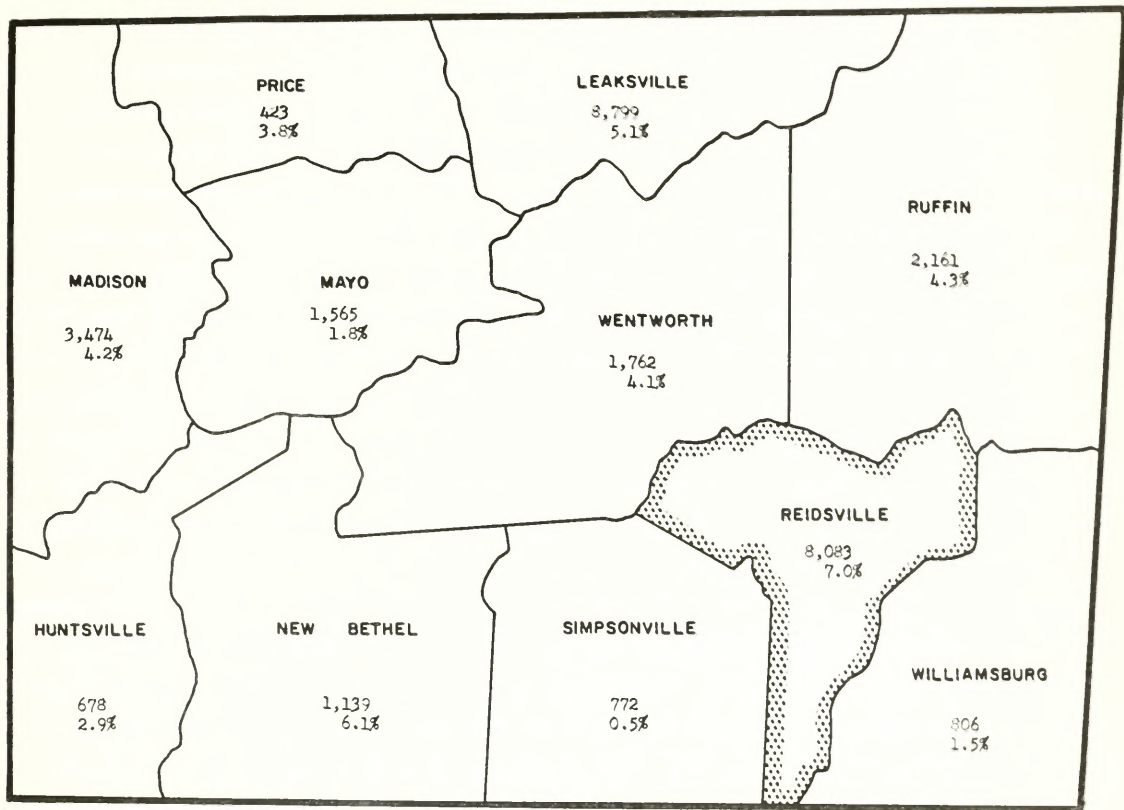
Only a small portion of the white civilian labor force, which numbered 4,596 in 1960, was unemployed. Sixty-three white men and 70 white women were unemployed, a lower number for each sex than was unemployed in 1950.

The real unemployment problem in Reidsville is found among the nonwhite people, or more specifically, among the nonwhite women. While 10.9 percent of the nonwhite male civilian labor force was unemployed in 1960, the proportional decrease in unemployment for the nonwhite male from 1950 to 1960 can be seen in the numerical decrease in the unemployed from 154 persons in 1950 to 123 in 1960. Of the 895 nonwhite women in the civilian labor force, 229 (or 25.6 percent) were unemployed in 1960, a larger rate than was the case in 1950.

For the most part, the major occupation of the 485 people unemployed in Reidsville in 1960 was listed as operatives and kindred workers. More than a third of the unemployed were operative or kindred workers.^{1/} A large portion of the unemployed men had had occupational experience as

^{1/} Operatives include such jobs as textile knitting, spinning, weaving and stitching.

MAP 2 PERCENTAGE OF TOTAL CIVILIAN LABOR FORCE UNEMPLOYED BY TOWNSHIP FOR ROCKINGHAM COUNTY, 1960



farm workers. A significant number of the unemployed women had worked as service workers such as private household workers.

A small number of male and female craftsmen were unemployed as well as a small number of female clerical workers. In general though, those occupational groups requiring skilled or white-collar workers had few, if any people, unemployed.

During 1961 and 1962 an undetermined number of workers in several large concerns in Reidsville were replaced by automation. In most instances workers were not laid-off; but rather, as they retired or voluntarily terminated employment, no one was hired to replace them. And according to several businessmen interviewed, automation will likely result in more people being laid-off in 1963 and 1964 than was the case in 1961 and 1962. Therefore, it is expected that those unemployed without skills will find it increasingly difficult to secure employment in Reidsville in the coming years.

The additional tobacco redrying facilities now under construction, which will employ something like 400 workers three or four months during the year, will be a big help; but seasonal work is a poor substitute for full employment.

SUMMARY

1 - Even with the large out-migration from Rockingham County from 1950-1960, five percent of the civilian labor force was unemployed in April 1960. This rate of unemployment is not unusually high, but it is higher than the State rate of 4.5 percent and does leave much to be desired in the way of employment opportunities, especially for unskilled and semi-skilled workers.

2 - Reidsville's rate of unemployment of 7.3 percent is large and is much higher than the rate of unemployment for urban North Carolina, which amounted to 4.7 percent in 1960.

3 - Only a small proportion of the white people in Reidsville are unemployed. For Negroes, especially Negro women, securing gainful employment is a big problem when there are few seasonal jobs available, as is the case during the winter and spring months.

4 - As automation replaces more and more workers in the large concerns in Reidsville within the next few years, it will be much more difficult for members of the civilian labor force without skills and education to secure employment.

ESTIMATE OF PRODUCTION WORKER AVAILABILITY

It was stated earlier that 5.0 percent of the county civilian labor force was unemployed in 1960 while the unemployment in Reidsville amounted to 7.3 percent. What about the people underemployed?

Although people are employed, it doesn't mean they are holding jobs which utilize their highest skills. In terms of more income to spend for consumer goods, it is to the advantage of a city, as well as the workers, for all citizens to be employed at work using their highest skills, to say nothing of the additional personal satisfaction on the part of the workers.

Table 5 ESTIMATE OF PRODUCTION WORKER AVAILABILITY WITHIN A 20-MILE RADIUS OF REIDSVILLE IN DECEMBER, 1962 1/

Characteristics of Available Production Type Workers 2/

Characteristics	Total	White		Other	
		Male	Female	Male	Female
Total Estimate of Available Production type Workers	1,490	450	595	210	235
Skilled	125	90	25	10	0
Semi-skilled	440	120	280	30	10
Trainable for Production Jobs Demanding Skill Development	925	240	290	170	225

Experienced Workers - By Industry	Skilled	Semi-skilled
Textiles, Hosiery & Apparel	30	230
Metal Working & Electronics	5	20
Furniture	0	5

1/ The 20-mile radius is in road miles. Available workers; those persons available and qualified production type jobs in industries which afford wages and working conditions equal to or slightly better than the present industrial pattern of the area. Only those persons who possess production job skills and those persons under 45 years of age who are trainable for production jobs are included. Excluded are job seekers not deemed to be suitable for production type work.

2/ Estimated number of production type workers deemed to be available at a site in or near Reidsville. This estimate refers only to the North Carolina portion of the defined area. Additional workers would be recruitable in Virginia.

Generally, the recruitable and referable labor supply is made up of the following two groups:

I - Persons currently seeking work

- 1) The unemployed
- 2) Persons with less than full time employment.
- 3) Individuals holding jobs which do not utilize their highest skills.
- 4) Certain others, such as school drop-outs, returnees from military service, etc.

II - Potential Job-seekers

- 1) Housewives who would join the labor force if more suitable work were made available.
- 2) Workers who now commuting to jobs in other areas but who prefer local employment.
- 3) High school students.
- 4) Agricultural workers who are interested in industrial jobs.

The best way to get some indication of the amount of underemployed in Reidsville and Rockingham County is to analyze the estimate of production workers availability for Reidsville. The estimate was made by the Employment Security Commission of North Carolina in December 1962.

This estimate was based on a recruiting area 20-mile (road miles) radius of Reidsville, which includes portions of Alamance, Guilford, Caswell and all but a small western portion of Rockingham County. The population of this area is calculated to be greater than 121 thousand. Each year approximately 680 high school graduates enter the labor market within this area. It is estimated that about 495 of these graduates would be available for jobs in Reidsville.

It is estimated that in this area there is a total of 1,490 available production type workers, most of whom would require some training before being able to tackle a semi-skilled or skilled job. There are 125 persons available with skills and 440 available with semi-skills. Most of the skilled and semi-skilled people available for employment have had experience in textile, hosiery, and apparel work. Most of the available skilled workers are white men and most semi-skilled workers are white women.

OUT-OF-COUNTY EMPLOYMENT

Of the 28,186 employed residents in Rockingham County, 3,573 (or 12.7 percent) were employed out-of-county in 1960. More people were employed in Greensboro than in any other city outside of the county. A total of 1,576 of those working out-of-county worked in Greensboro, 238 worked in High Point and 106 worked in Winston Salem.

Map 3 gives the percentage of employed civilian labor force in each township in Rockingham County working out-of-county. New Bethel Township led the other Townships with 31 percent of its employed labor force working out-of-county. Every township in Rockingham County had a significant portion of its employed labor force working in Greensboro.

Generally, those townships with less than 2,500 employed civilian labor force have a relatively large proportion working out-of-county.

At the same time people living in Rockingham County were working out-of-county, people living in other counties were working in Rockingham County. For every three people living in Rockingham County but working out-of-county, one person living outside the county works in Rockingham County. It is not known where the out-of-county workers are employed in Rockingham County.

In 1960, there were 841 employees living in Reidsville Township but working out of the county. This represented 11.2 percent of the Township's employed labor force. More than half of the 841 workers (488) worked in Greensboro. Reidsville City had an out-of-county employment situation similar to Reidsville Township. A little over half of the 584 people from the city working out-of-county worked in Greensboro.

The large number of people employed-out-of county substantiates the claim made earlier that neither Rockingham County nor Reidsville is showing enough growth in job opportunities to employ all indigenous or native job seekers.

Total Percentage Out-of-County Shown in Township of Residence Under the Employed Civilian Labor Force

Specific Movements of 1+% for Reidsville Township Shown by Smaller Arrows

Specific Movements of 10+% Shown by Arrows

VIRGINIA

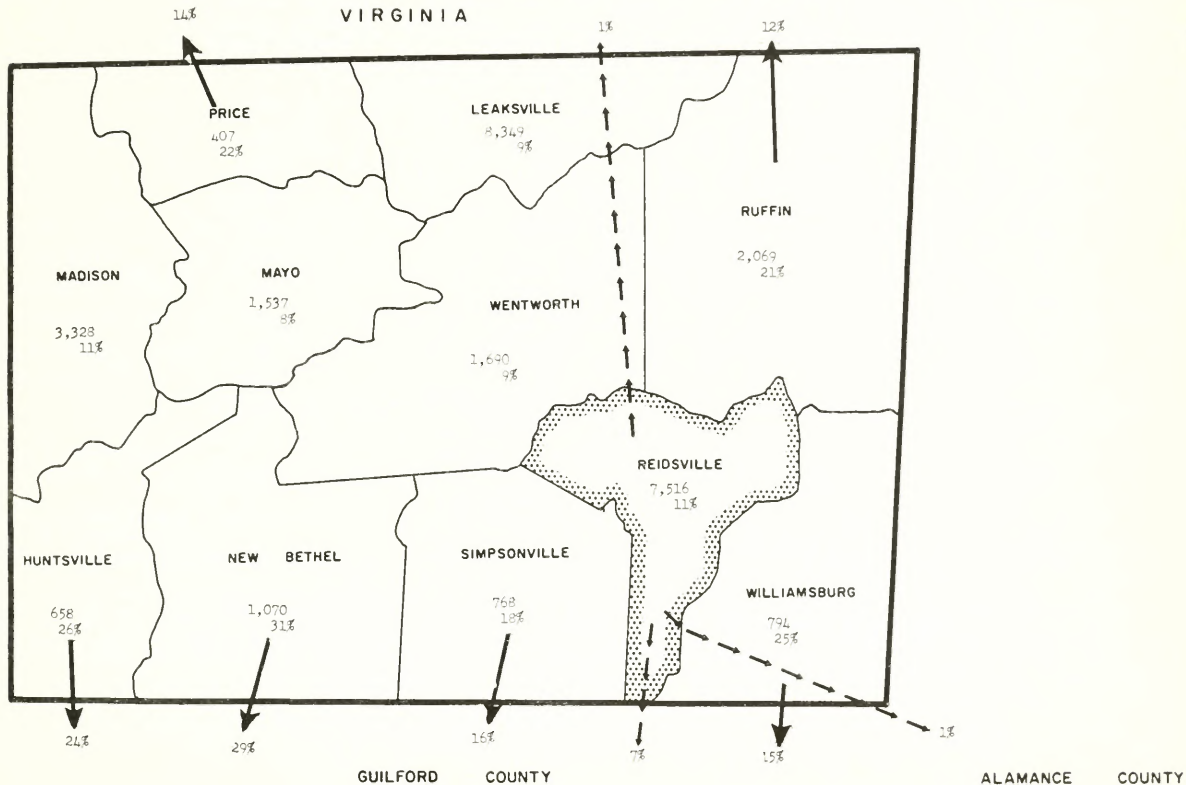


Table 6 OUT-OF-COUNTY EMPLOYMENT FOR RESIDENTS OF ROCKINGHAM COUNTY, REIDSVILLE TOWNSHIP AND REIDSVILLE CITY AND WHERE THE OUT-OF-COUNTY WORKERS IN ROCKINGHAM COUNTY LIVE, 1960

	Rockingham County residents working at these places	Workers in Rockingham County who come from these places	Reidsville Township residents working at these places	Reidsville City residents working at these places
Stokes	60	564	4	4
Casswell	41	191	24	16
Forsyth	130	24	20	20
Guilford	1,814	230	562	376
Alamance	167	126	92	68
Danville City	398	--	47	27
Pittsylvania County	71	--	8	--
Martinville City	344	--	9	9
Patrick County	20	--	--	--
Elsewhere	506	--	75	64
TOTAL	3,551	1,135	841	584
Employed Civilian labor force	28,186	--	7,516	6,130
Percent of employed civilian labor force working out-of-county	12.7%	--	11.2%	9.5%

The places of work for 736 Rockingham County residents, 147 residents of Reidsville Township and 139 residents of Reidsville City were not reported.

Were it not for sentimental reasons, such as affection for old friends and the old home place, many of the people employed out-of-county might move to be nearer their work. Such a movement would not help the economy of either Reidsville or Rockingham County.

SUMMARY

1 - More than 12 percent of the employed residents in Rockingham County and 11 percent of the employed residents of Reidsville worked out-of-county in 1960. Most of these people worked in Guilford County.

2 - For every three people living in Rockingham County working out-of-county, one person living outside the county works in Rockingham County.

RESIDENTIAL MOBILITY

Earlier in the report we saw that Reidsville lost more people to migration than it gained. Nevertheless, some people do move to Reidsville. As a matter of fact, 10 percent of the people in Reidsville five years old and over in 1960 moved to the city from another county between 1955 and 1960 (see table 7).

Compared to any town in Caswell, Stokes or several other nearby counties, Reidsville, the largest city in Rockingham County, is an industrial giant. Just as many former Reidsville residents have sought and found better economic opportunities in Greensboro and elsewhere, many people from the rural areas of Rockingham and adjacent counties, to the east and west, are finding better economic opportunities in Reidsville and are moving to the city.

Table 7 RESIDENTIAL MOBILITY, 1955-1960 ^{1/}

Residence in 1955 of	City of Reidsville	Percent <u>2/</u>	Reidsville Township	Percent <u>2/</u>	Rockingham County	Percent <u>2/</u>
Population 5 yrs. old & over, 1960	12,737	--	3,124	--	62,002	--
Same house in 1955 as in 1950	6,348	49.8	1,622	51.9	5,087	56.6
Different house in U.S. in 1960	6,282	49.3	1,494	47.8	26,472	42.7
Same County in 1955 as in 1960	5,007	39.3	1,204	38.5	21,061	33.9
Different County	1,275	10.0	290	9.3	5,411	8.7
Same State in 1955 as in 1960	744	5.8	196	6.3	2,850	4.6
Different State	531	4.2	94	3.0	2,561	4.1
Abroad	12	.09	4	.1	92	1.5
Moved, Residence in 1955 not reported	95	.8	4	.1	351	5.7

1/ SOURCE: Compiled from published and unpublished U.S. Bureau of Census publications.

2/ Percentage of total population 5 years old and over.

As far as the housing situation is concerned, there is ample room for additional immigration. In an interview with business and industrial leaders, there was a unanimous feeling that there is a surplus of homes in the city. In 1960, there were 161 homes for rent and 26 for sale. Ninety-one other homes were vacant but were not listed for rent or sale, indicating that they may be so dilapidated that they cannot be used.

Judging from the number of owner occupied homes, home rental is a big business in Reidsville. Fifty-nine percent of the 4,246 homes occupied in 1960 were occupied by the owners. Therefore, 1,742 homes were rented out. A smaller proportion of the nonwhite population own their own homes compared to the white population. Forty-five percent of the 1,289 homes occupied by non-white people were owned by the occupants in 1960 while 52 percent of the 3,658 homes occupied by white people were owned by the occupants.

The proportion of the population owning their own homes is lower than is the case in the State, Rockingham County, or Reidsville Township excluding the city. This low ratio of home ownership supports the contention that a large segment of the Reidsville population just recently moved to the city and that they have not fully decided to establish permanent residence in the city. It is not likely that the people cannot afford to own homes because the median gross monthly rent of \$59.00 in Reidsville is about four dollars higher than the State average. And as has been shown earlier, the level of income, on an average in the city, is higher than the average for the State. However, it is possible that the residents, in finding a wide range of rental houses to choose from, prefer the convenience of renting rather than assume the responsibility of ownership.

As another indication of the level of living in Reidsville, it should be pointed out that the median value of the owner occupied homes was \$9,300 in 1960, a thousand and three hundred dollars more than the State average.

SUMMARY

1 - While people are moving out of Reidsville and Rockingham County, people from other counties are moving into these areas. Ten out of every hundred people in Reidsville in 1960 moved to the city from some other county between 1955 and 1960. During this same period, nine out of every hundred people in the county moved in from some other county.

2 - Considering the large number of homes available for occupancy, people moving into the city should not have a great deal of trouble in finding a home to buy or rent.

3 - Forty-one percent of the 4,246 occupied homes in Reidsville are renter occupied.

CONCLUSION

Although Reidsville's population growth is not keeping pace with many other cities of comparable size in the Piedmont, the city has a level of living that in some ways equals or surpasses the level of living in other areas.

Educational attainment and median family income are high relative to other areas in North Carolina. However, some people in the city have very little income and education. For the most part, it is the Negroes who have very little education and annual income and thus have a low level of living.

Even with the large out-migration from the county and city during the 1950's, the rate of unemployment in 1960 was five percent for the county and seven percent for the city. A large portion of the city residents are employed in slow-growth industries such as textiles and apparel.

Total employment in textiles and cigarette manufacturing, at the very best, is expected to be static in the coming years. A decrease in employment is more likely.

As automation replaces people engaged in manual work, it will become even more difficult for the unskilled to secure employment. An estimate of production workers available within a 20-mile radius of Reidsville shows that there are almost 1,500 people available for work, most of whom are semi-skilled or unskilled. Most of the people unemployed in the city in 1960 were unskilled workers and a large number were semi-skilled workers with experience in textiles and apparel industries.

As has been shown, the standard of living, on an average, is high in Reidsville. Educational attainment and annual family income are high compared to Rockingham County, North Carolina, and most Piedmont cities of comparable sizes. However, unemployment (and underemployment) are be-

coming a big problem, especially for Negroes and unskilled workers in general. The continuation of this relatively high level of living depends much on how the local economy grows during the coming years.

IV ECONOMY

The study of a city's economy is simply a look at the way the residents make a living and in turn how they spend their money. To determine how people make a living and spend their incomes, it is necessary to look at the types of goods and services produced in terms of the number of firms and employees and the wages paid.

In our highly developed economy of specialization, no area is an island unto itself. What happens to the economy of Rockingham County and North Carolina has an influence on the economy of Reidsville.

ECONOMIC SITUATION IN ROCKINGHAM COUNTY AND NORTH CAROLINA^{1/}

From the first of 1958 to the end of 1960, Rockingham County made rather substantial industrial growth in terms of number of firms and employees, total wages, and average weekly earnings as reported by the Employment Security Commission of North Carolina. In 1961 the picture changed. The number of firms actually decreased (from 449 to 447) and the number of employees decreased by 4.2 percent. Although the total wages declined, the decrease was not as great as the decline in employment so the average weekly earnings per worker increased slightly. This strange set of circumstances would suggest that the lower paid employees terminated their employment.

^{1/} All the information presented in this section for the years 1958-1961 is taken from published annual reports by the Employment Security Commission of North Carolina. Only those firms employing four or more employees are included. The data represents about 74 percent of total nonagricultural employment. Because of a change in definition, the information prior to 1958 is not strictly comparable with similar data in 1958 or later.

In 1961, North Carolina had a modest increase in number of firms and a very small increase in number of employees. The rather substantial increase in total wage payments, accompanied with a small increase in the number of employees, caused the average weekly earnings to increase from \$68.81 in 1960 to \$70.82 in 1961. In terms of either employment or wages, North Carolina had more industrial growth in 1960 than 1961.

Some industries made significant gains while others did not do so well. North Carolina's largest industry, manufacturing, had a small loss in employment in 1961 accompanied with a modest increase in total wages paid, meaning that the average weekly earnings of those employed rose. The loss of employees is significant because manufacturing is not just the largest industry in the State, it is larger than all the rest put together. More than 55 percent of all non-agricultural employees work in some type of manufacturing.

Manufacturing in Rockingham County, the county's largest industry, had a decrease in total wages paid as well as a decrease in employment in 1961. During 1959 and 1960 manufacturing was increasing in Rockingham County (see table 8).

Trade (wholesale and retail), the State's second largest industry, continued its steady growth with a slight increase in the number of employees in 1961 and nominal increase in total wages paid. Rockingham County's rapid growth in trade was halted with a decrease in employment in 1961 while total wages paid continued to increase.

As has been the case in the past, transportation, communications and utilities made significant gains in Rockingham County in 1961. Even though employment increased a great deal, the gains in total wages was much higher. As in other instances where wages paid increased

faster than employment, the average earnings per employee rose. The growth in this category of industries in the county was much greater than the steady growth in these industries in the State.

Rockingham County continued its gradual decrease in both employment and wages in construction during 1961, while the State experienced slow, steady growth.

During the past three years, both the State and the county had their greatest growth in finance, real estate and insurance, with the growth in the county exceeding the State. Growth in services during the past three years has been substantial in the county but not as great as the growth in the State.

The number of business firms in Rockingham County employing four or more workers decreased from 449 to 447 in 1961. Such a decrease is not necessarily indicative of a decrease in economic growth. The number of business firms could decrease as the result of mergers, resulting in no decrease in economic activity. Also, it may be possible for several small firms to cease operation without having any appreciable effect on the economy. However, when the total number of employees and the total wages paid show little or no growth, that is indicative of what is happening to the economy.

Rockingham County has made substantial growth in some industries during the past three years. However, manufacturing, the industry which accounts for 75 percent of the county's employment and total wages, has shown little growth, especially in employment. Manufacturing, along with relatively small industries like construction and trade, caused both employment and total wages paid to decline during 1961.

Table 8 EMPLOYMENT AND WAGES BY INDUSTRY FOR ROCKINGHAM COUNTY AND NORTH CAROLINA, 1959-1961 ^{1/}

Industry	EMPLOYMENT				WAGES ^{2/}			
	1960	% Change 1959-1960	1961	% Change 1960-1961	1960	% Change 1959-1960	1961	% Change 1960-1961
<u>ROCKINGHAM COUNTY</u>								
Total	15,170	+ 3.2	14,533	- 4.2	52.2	+ 1.4	50.9	- 3.1
Construction	683	- 3.7	429	-37.2	2.3	-11.5	1.4	-39.1
Manufacturing	11,373	+ 0.6	10,873	- 4.4	41.0	+10.1	39.5	- 3.7
Transportation								
Communication								
Utilities	429	+ 1.4	479	+11.7	1.8	+ 5.9	2.2	+22.2
Trade	1,833	+ 5.3	1,825	- 0.4	5.2	+ 6.1	5.4	+ 3.8
Finance, Real Estate & Insurance	272	+16.2	310	+14.0	1.0	+11.1	1.2	+20.0
Service	560	+ 2.6	599	+ 7.0	1.1	+10.0	1.1	0
Government	20	-41.2	18	-10.0	0.1	0	0.1	0
<u>NORTH CAROLINA</u>								
Total	906,953	+ 3.0	912,482	+ 0.6	\$3,245.2	+ 5.6	\$3,360.3	+ 3.5
Construction	59,972	+ 0.7	60,976	+ 1.7	210.9	+ 4.8	219.3	+ 4.0
Manufacturing	507,332	+ 2.8	504,628	- 0.5	1,800.5	+ 4.4	1,837.5	+ 2.1
Transportation								
Communication								
Utilities	52,739	+ 3.5	53,653	+ 1.7	251.5	+ 5.5	266.0	+ 5.8
Trade	194,339	+ 3.2	195,678	+ 0.7	666.3	+ 7.4	691.2	+ 3.7
Finance, Real Estate & Insurance	35,424	+ 7.2	38,077	+ 7.5	155.9	+ 8.9	171.8	+10.2
Service	51,469	+ 4.3	53,105	+ 3.2	141.2	+11.1	151.9	+ 7.6
Government	5,678	+ 3.5	6,365	+12.1	18.9	+ 8.0	22.6	+19.6

SOURCE: Annual reports by Employment Security Commission of North Carolina

This includes only the insured employment and wages by the Employment Security Commission.

Wages in millions of dollars.

Tobacco processing and cigarette manufacturing in the county from 1958-1961 had a 8.5 percent decrease in employment accompanied with a 5.7 percent increase in total wages paid. Textile and apparel fabrication had only a very small increase in employment from 1958-1961 but had a substantial increase in total wages paid. During this period, furniture manufacturing had a significant decrease in both employment and wages, as did general building contractors.

Relatively small concerns like manufacturers of plastics, clay, concrete, gypsum and metal products realized substantial increases in both employment and wages in Rockingham County from 1958-1961. However, the overall trend in the county during the time period was to use fewer employees and pay the remaining employees more wages -- the result a higher average income for those working.

This trend toward fewer employees was evident in manufacturing before 1958. Between 1954 and 1958 the number of manufacturing firms, total wages, value added by manufacturing and new capital expenditures for both the State and Rockingham County increased sharply while employment made only modest gains (see table 9). The increase in nonproduction workers was greater than the increase in production workers.

The increase in new capital expenditures for plant expansion and new machinery and equipment was greater in the county than in the State. In 1958, new capital expenditures amounted to \$4,421,000 in the county and \$168,612,000 in the State. Although new capital expenditures cover such things as additions to plant capacity, those expenditures for replacement machinery and equipment are likely to result in greater production with the same amount of labor. Excluding the minor factor of inflation in this case, the sharp increase in value added

Table 9 MANUFACTURING IN NORTH CAROLINA AND ROCKINGHAM COUNTY 1954-1958

	NORTH CAROLINA			ROCKINGHAM COUNTY		
	1954	1958	Percent Increase	1954	1958	Percent Increase
Establishments	6,645	7,289	9.7	83	89	7.2
No. of Employees	430,001	455,467	5.9	10,075	10,873	7.9
Payroll (\$1,000) ^{1/}	1,157,416	1,445,574	24.9	28,137	35,380	25.7
No. Production Workers	380,089	392,147	3.2	9,267	9,886	6.7
Man-Hours (1,000)	719,429	747,876	3.9	16,648	18,578	11.6
Wages (\$1,000) ^{1/}	915,683	1,111,075	21.3	23,914	30,196	26.3
Value added (\$1,000) ^{2/}	2,210,463	3,095,677	40.0	91,743	118,452	29.1
Capital Expenditures (\$1,000)	129,622	168,612	30.0	1,631	4,421	171.1

SOURCE: 1954 and 1958 Census of Manufacturing, U. S. Bureau of the Census.

^{1/}Payroll is the total money spent for workers. Wages were paid to the production workers.

^{2/}Value added takes in account the following items: (a) value added by merchandising operations plus (b) the net change in finished goods and work-in-process inventories between the beginning and end of the year.

between 1954-1958 relative to employments indicates that the output per employee, or per hour each employee worked, increased during this time period. The increase in wages reflects the additional per employee productivity.

SUMMARY

1 - Manufacturing is the largest industry in North Carolina and Rockingham County in terms of employment and wages.

2 - From 1954 to 1958 both the State and Rockingham County had modest growth in employment in manufacturing accompanied with large increases in wages, value added, and capital expenditures in this important industry.

3 - Wages and employment in manufacturing continued to increase from 1958 to 1960 for both the county and State. During 1961, employment and wages in this industry declined in the county. In North Carolina employment dropped only slightly while wages made modest gains.

4 - Construction and trade, as well as manufacturing, were off in 1961.

5 - There is a tendency in both the county and State for manufacturing concerns to use less employees and to pay more in total wages.

6 - Rockingham County, as is the case in the State, had its greatest growth during the past few years (in terms of employment and wages) in finance - real estate - insurance and service.

REIDSVILLE'S ECONOMY

Manufacturing: Textile firms producing a wide range of products and tobacco firms (engaged in manufacturing, processing and selling), which had their beginning about the time Reidsville was incorporated, can still be found; and today, they are the major source of employment for people living in and around the City of Reidsville.

As is the case in the State and county, the major source of employment in Reidsville is manufacturing. Of the 6,130 residents employed, 42 percent worked in this industry in 1960. Although the exact employment figure is not reported, since only one concern is involved, it is expected that something like 1,500 residents were employed in manufacturing cigarettes in 1960; and 749 were employed in textiles and apparel.

Information as to the amount of wages, man-hours, value added and capital expenditures is not available. According to census of manufacturers, the information is "withheld to avoid disclosing figures for individual companies." Without this data, the only information available to give some indication about manufacturing is the total employment in this industry.

Table 10 EMPLOYMENT IN MANUFACTURING IN REIDSVILLE

	1940	1947	1950	1954	1958	1960
Residents <u>1/</u>	2,119		2,248			2,573
Total <u>2/</u>		4,567		3,982	3,620	

1/ The "residents" figures include only those employees residing in Reidsville as reported by Bureau of the Census.

2/ The "total" figures were taken from Census of Manufacturing. They represent the total number of people employed in manufacturing in the city.

The decennial employment figures show that the number of residents employed in manufacturing is increasing while the "total" figures show that total employment in this important industry is decreasing in Reidsville. This indicates that Reidsville residents are gradually making up a larger portion of the total number of persons employed in manufacturing in the city.

Approximately one-half of the 2,573 Reidsville residents employed in manufacturing in 1960 worked for the American Tobacco Company. Textiles, the second largest manufacturing concern, employed 451 local people and apparel employed 298 local workers, up quite a bit from the 28 people employed in apparel in 1950.

Reidsville has made gains in employment in manufacturing concerns other than apparel. Industries such as primary and fabricated metal, electric machinery and other durables have shown rapid increases in employment since 1940 (see appendix D). Manufacturing of such nondurables as food, textiles, and printing had nominal increases in employment during the 1940's and 1950's.

The furniture and lumber business used less employees in 1960 than in 1950, as did the cigarette manufacturing plant. Over-all, the number of people working in manufacturing increased by 14.5 percent during the 1950's, a rate of increase much larger than the 6.0 percent realized during the 1940's.

Wholesale Trade: In 1958, the last year in which data is available, Reidsville's wholesale sales amounted to \$10,644,000 or more than one-third of the total sales in the county. In terms of either the number of establishments, annual payroll, number of employees, or sales, the wholesale business in Reidsville amounts to about one-third of the total wholesale business in the county.

Between 1948 and 1954, this industry saw much expansion in the city, as it did in the county. However, between 1948 and 1954, while the number of employees and annual payroll decreased at about the same rate, the number of establishments and sales made substantial gains. During this time period, each aspect of the wholesale trade in the remainder of the county realized growth.

The changes that took place in the wholesale business in Reidsville up to 1958 indicates that while this industry was expanding its sales, it was employing some type of automation to do a larger volume of business with fewer employees and a corresponding smaller payroll.

Even so, the city's proportion of the total wholesale sales in the county decreased. Employment and wages, as well as sales, in Rockingham County excluding the city made substantial gains.

As has been pointed out earlier (see Table 8), the number of employees in trade (wholesale and retail) did not increase appreciably from the first of 1959 to the last of 1961 in Rockingham County but there was a substantial increase in wages. As a vital part of the total trade in the county, what happened to Reidsville's trade during this time is reflected in the county trend. The U.S. Census Bureau reports a decrease in employment for the wholesale trade in Reidsville during the 1950's.

Table 11 WHOLESALE TRADE IN REIDSVILLE AND REST OF COUNTY 1948, 1954 and 1958

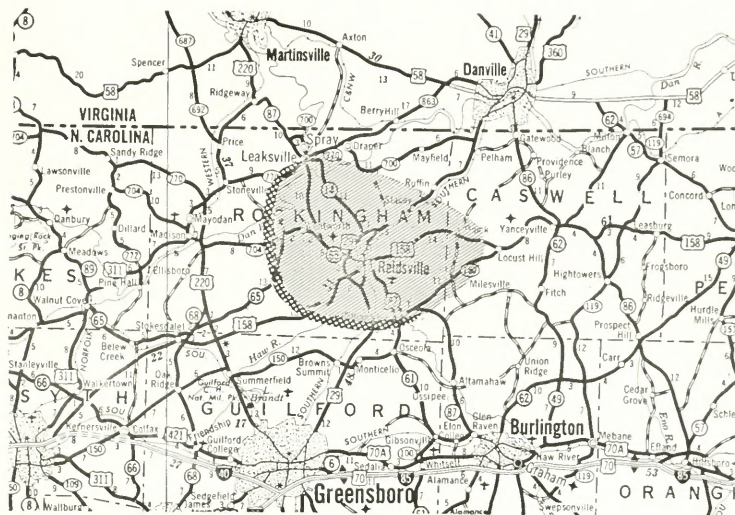
	REIDSVILLE					REST OF ROCKINGHAM COUNTY				
	1948	1954	Percent Change	1958	Percent Change	1948	1954	Percent Change	1958	Percent Change
Number of Establishments	17	18	5.9	21	16.7	25	39	56.0	50	28.2
Annual Payroll (\$1,000)	126	352	179.4	330	-6.3	332	524	57.8	813	55.2
Wholesale Sales (\$1,000)	7,291	10,062	38.0	10,644	5.8	12,889	18,182	41.1	19,937	9.7
Number of Employees	118	179	51.7	167	-6.7	225	260	15.6	290	+11.5

SOURCE: Census of Business

Retail Trade: Reidsville's retail trade area is gradually becoming smaller as a result of Greensboro, 24 miles to the south, attracting more people away from Reidsville with its growing retail trade area. Map 4 shows the retail trade area Reidsville lost to Greensboro from 1950-1960.

Most of the retailers interviewed indicated a larger retail trade area than found on Map 4. Some of the businessmen felt that their trade areas extend well on into Caswell County. Generally though, the retail trade areas drawn by the businessmen resembles the one found on Map 4 in shape, with their areas being larger in size.

MAP 4 Reidsville's Retail Trade Area * 1950 Both shaded in areas
1960 The Gray area only



* Based on population and retail sales.

Table 12 RETAIL TRADE IN REIDSVILLE AND REST OF COUNTY, 1948, 1954 and 1958

	REIDSVILLE					REST OF ROCKINGHAM COUNTY				
	1948	1954	Percent Change	1958	Percent Change	1948	1954	Percent Change	1958	Percent Change
Number of Establishments	203	267	31.5	211	-21.0	588	499	-15.1	574	15.0
Annual Payroll (\$1,000)	1,160	1,799	55.1	2,034	13.1	1,393	2,054	47.4	2,848	38.7
Wholesale Sales (\$1,000)	12,095	19,135	56.2	21,413	11.9	19,317	26,479	37.1	33,330	25.9
Number of Employees	855	872	2.0	883	1.3	968	1,042	7.6	1,310	25.7

SOURCE: Census of Business

Although the retail trade area for Reidsville may be shrinking, retail sales have increased from \$12,095,000 in 1948 to \$21,413,000 in 1958. The growth in annual payroll has even been greater than the growth in sales while retail employment has increased only slightly.

In 1958, food stores and automotive dealers in Reidsville had just under \$5 million in sales each, with automotive dealers having a few more thousand dollars in sales. These two types of business concerns received about one-half of all the retail sales. Gasoline service stations had an income amounting to almost 2 million dollars.

According to Survey of Buying Power, general merchandise had the greatest growth in sales during 1961 (see Table 13). Food, eating and drinking places, gas stations, and drugs had more sales in 1961 than 1960. Apparel, furniture and home appliances, automotive and lumber and hardware actually had fewer sales. Except for the retail concerns listed as apparel, furniture and home appliances, the direction of change in sales for each concern was the same for the city as for the State, upward.

The State had a 1.3 percent increase in retail sales during 1961 and Reidsville had a decrease in sales by 1.9 percent, a smaller rate of decrease than realized by the county. Considering the rapid growth in sales for the city during the 1950's, it was surprising to see that sales actually decreased in 1961. However, the average annual rate of increase in sales was smaller from 1954-1958 than was the case from 1948-1954. Judging from the trend from 1958 to 1961, the annual rate of increase in retail sales has probably leveled off to around 2.5 percent.

In 1961, there was much talk of a recession. Such a gloomy outlook results in people spending less for non-essentials like a new car, furniture and home improvements. The relatively large decrease in automotive sales, the largest retail business, caused total retail sales to show a decrease. It is expected that this decrease was a temporary thing and that ordinarily retail sales can be expected to increase.

Table 13 RETAIL SALES FOR NORTH CAROLINA AND REIDSVILLE, 1960 and 1961

	NORTH CAROLINA				REIDSVILLE			
	1960 (\$1,000)	1961 (\$1,000)	% Change	% of Total 1961	1960 (\$1,000)	1961 (\$1,000)	% Change	% of Total 1961
Total Retail Sales	4,359,564	4,415,460	+1.3	- - -	23,762	23,297	-1.9	- - -
Food	978,230	1,025,789	+4.9	23.2	5,164	5,270	+2.1	22.6
Eating and Drinking Places	187,409	194,414	+3.7	4.4	793	807	+1.8	3.5
General Merchandise	669,691	707,688	+5.7	16.0	1,968	2,090	+6.1	9.0
Apparel	258,520	262,579	+1.6	5.9	1,862	1,840	-0.1	7.9
Furniture, Home Appliances	210,168	210,835	+0.3	4.8	1,437	1,405	-0.2	6.0
Automotive	812,161	775,135	-4.6	17.6	5,708	5,304	-7.0	22.8
Gas Stations	359,421	373,030	+3.8	8.4	2,257	2,280	+1.0	9.8
Lumber and Hardware	330,777	321,735	-2.7	7.3	1,789	1,687	-5.7	7.2
Drugs	142,761	148,695	+4.2	3.4	882	895	+1.5	3.8

SOURCE: The estimates presented here were made by Sales Management, Survey of Buying Power.

Selective Services: From 1954-1958, the receipts from selective services ^{1/} increased by 5.6 percent. The 272 establishments paid out \$508,000 in payroll from the \$1,708,000 worth of receipts taken in during 1958. Most of the receipts (\$930,000) were taken in by the 63 establishments offering personal services. Receipts from personal services were 14 percent greater in 1958 than 1954.

The number of establishments and receipts from auto repair services decreased by a large amount during this period. The 14 auto repair establishments in 1954 had decreased to eight in 1958 and receipts had shrunk from \$308,000 to \$267,000. Such a set of circumstances are difficult to explain since, during this same time period, the receipts from auto repair services increased by 102 percent in North Carolina and 5 percent in Rockingham County.

Other than the rapid gain made by personal services and the large losses sustained by the auto repair services, all other selected service experienced nominal growth in both receipts and number of establishments.

Tobacco Market: During the past six marketing seasons, the amount of tobacco sold on the Reidsville tobacco market has fluctuated greatly. The trend has been toward more pounds sold each year, especially in the last two years. However, each passing year from 1957 to 1960, the market sold a smaller percentage of the total flue-cured tobacco marketed in the State. The number of warehouses dropped from five in 1957 to three in 1960.

1/ Selected services include: lodging places, personal services (barber and beauty shops, shoe repair, etc.), miscellaneous repair services (radio, watch, furniture, etc.), recreation services, and auto repair services.

In 1961 the number of warehouses in operation increased to four and total sales climbed by more than one million pounds over the 1960 sales. In 1962 sales again increased by more than one million pounds. The 10.5 million pounds of tobacco sold in Reidsville represent almost 1.2 percent of all the tobacco sold in North Carolina in 1962, the highest proportion of the total State sales in the past six years.

Table 14 REIDSVILLE TOBACCO MARKET

Year	Pounds Sold	% of Total Sales in State	Warehouses
1957	7,263,000	1.15	5
1958	7,797,000	1.08	5
1959	7,207,000	1.06	3
1960	7,514,000	0.919	3
1961	8,954,000	1.119	4
1962	10,457,000	1.186	4

SOURCE: Tobacco Reports by N. C. Department of Agriculture.

SUMMARY

1 - Manufacturing is Reidsville's major industry. The two largest manufacturing concerns in the city, textiles and cigarettes, are not hiring additional employees. An actual reduction in employment is contemplated for each of these businesses in the future. Employment in apparel manufacturing has increased sharply during the past decade and future expansion is expected. However, the additional employment in apparel is not likely to compensate for the decreased employment expected in textiles and cigarette manufacturing.

2 - The wholesale business in the city has decreased in employment and payroll. Nevertheless, over half of the wholesale business in the county is conducted in Reidsville.

3 - In the area between Greensboro and Reidsville, Greensboro's retail trade area is increasing while Reidsville's is shrinking. Even so for the past two decades, employment in retail trade has increased as has retail sales in Reidsville. Retail sales decreased slightly in 1961.

4 - Employment in communications, utilities and professional services are making relatively modest but steady gains in Reidsville.

Changes in Employment by Industry: Total employment in Reidsville increased by 18 percent during the 1950's, one percent less than the increase during the 1940's. Of the 6,130 people employed in 1960, twenty percent were employed in the commerce industry. The major portion of the 1,259 persons employed in commerce were employed in the retail business. Large increases in employment were made in retail and finance businesses during the past two decades. During the 1950's employment in business and repair services tended to be static while the number of persons employed in the wholesale business dropped by 27 percent.

Due primarily to the large increase in apparel employment during the 1950's, manufacturing, the city's largest industry, has experienced substantial growth in spite of the loss of employees in the American Tobacco Company. Employment in manufacturing increased from 2,248 persons in 1950 to 2,573 in 1960.

The construction industry has experienced rapid growth during the past two decades, employment increased by 60 percent during the 1950's and by 64 percent during the 1940's. In 1960, the 473 construction workers represented almost eight percent of the total labor force in Reidsville.

Employment in transportation has declined for railroads and all other means of transportation except trucking which has had modest gains. However, only 39 people were employed in trucking in 1960. Both communications and utilities have had rapid gains in employment over the past two decades. In 1960 almost four percent of the employed labor force was working in communications and utilities.

Professional employment has made substantial gains, especially in the fields of education and medicine. The number of people living in Reidsville employed in agriculture is naturally small and is decreasing.

AGRICULTURE IN ROCKINGHAM COUNTY

A study of Reidsville's economy would be incomplete without a consideration of what is taking place in agriculture in the county. Of the 366,080 acres of land in the county, 73 percent was in farms in 1959, a decrease from 78 percent in 1954. Approximately one-fifth of the county's personal income is derived from agriculture and about 11 percent of all the county residents employed work on the farm.

Not only is the proportion of the total land area in farms shrinking, the number of farms is decreasing also. Excluding the decrease due to a change in definition, the number of farms decreased by 20 percent from 1954-1959. Accompanied with this decrease in number of farms was an increase in the size of farms. The average farm of 84 acres in 1959 was five acres larger than in 1954. Value of land and buildings rose also. During this period, the average value of land and buildings per farm rose from \$7,735 to \$13,041.

Those farms with 140 or more acres are increasing in number while those with less acreage are going out of business. However, only 17 percent of the 3,198 farms had 140 or more acres in 1959. The amount of cropland harvested decreased by almost 13 thousand acres from 1954-1959.

A change of real significance is taking place in farm ownership. As is the case all over the State, the proportion of farm operators classified as tenants are decreasing. Tenants made up only 43 percent of all farmers in the county in 1959 compared to 46 percent in 1954 and 48 percent in 1950. However, the proportion of the farm operators classified as full owners are not increasing. In 1950, a little more than 40 percent of the farm operators in Rockingham County were full owners of the farms, and by 1959, the proportion had decreased to 34 percent. The number and proportion of the farms operated by managers are decreasing also.

A new type of farm operator is coming into prominence, the part owner.^{1/} As is the case with the State, the trend is for a larger proportion of the farms and total farm land to be operated by part owners. While the number of farmers decreased by 24 percent between 1954 and 1959, the number of part owners increased by nine percent (from 668 to 731) and the proportion of the farmers listed as part owners stood at 23 percent.

As mechanization makes it possible for a farmer to become more productive for each hour of work, he seeks to produce a larger volume to improve his income. In many cases, the acreage allotment system prevents him from expanding production of crops in which he specializes on his farm so he must look elsewhere.

The cost-price squeeze, which is caused more by high cost than low prices, is a big factor in why farmers seeking to increase production do not buy more land, land with allotments.

^{1/} Part owners operate land they own and land rented from others.

Another factor of no small importance in why farmers do not buy additional land when seeking to increase production is that the right to produce as manifested in acreage allotments has assumed a monetary value; and this is reflected in the price of land. As a result of the artificially high-prices for land and the price-cost squeeze, farmers are turning more and more to renting land as a way to increase production rather than buying the land.

In 1959, only 73 percent of the farmers in the county had a farm income of \$2,500 or more. It is expected, but data is not available to substantiate it, that many of the 877 farmers with less than \$2,500 in annual farm income worked off the farm to improve their incomes. Twelve percent of the commercial farmers ^{1/} had more nonfarm than farm income in 1959.

Considering the 247 commercial farmers who worked off the farm more than 100 days a year and the 877 noncommercial farmers, it is likely that about 1,000 farmers, about a third of all farmers, have or would like to have either a part-time or full-time job off the farm. Between 1954 and 1958, almost this many farmers (830) left the farm for good.

It should be borne in mind that a very large portion of total farm income goes for production expenses. Therefore, the approximately \$5,700 in per farm income today represents a low net farm income for Rockingham County farmers. For this reason, if jobs were available, perhaps a lot more than 1,000 farmers would fill nonfarm jobs. Almost 75 percent of the 2,321 commercial farmers made less than \$5,000 in annual farm income in 1959.

^{1/} With few exceptions, a commercial farmer is any farmer with \$2,500 or more in annual farm income.

Even though livestock and livestock products are making rapid gains in the county, as can be seen in Appendix E, the major source of farm income is still crop production, or more specifically, tobacco production. Total value of crop production increased very little from 1954-1959. Vegetable and fruit and nut sales actually declined. Forest products, which is grouped with crops, made a spectacular increase. All types of livestock production made great advances. Swine production has consistently experienced large increases in sales. In 1956, swine sales amounted to only \$40,000 and in 1961 they had climbed to \$82,000. Feeder pig production, as well as regular swine production, is expected to make great advances by 1967.

Since the present corn and feed grains programs are designed to raise the producer's income by raising the price of grain, the programs may tend to act more as a brake rather than an accelerator on swine expansion. High feed grain prices without comparable hog prices are not conducive to swine production.

Great advances by 1967 are also visualized for all livestock products except milk. Since the projection for milk was made, the North Carolina Milk Commission has, in effect, given milk producers an increase in milk prices by reducing the butterfat requirements and making certain changes in classification. Although the commission's decision is now tied up in legal proceedings, the ruling is expected to be in effect long before 1967. This is likely to cause a considerable increase in dairy farmer income by 1967.

Even though tomato sales have been increasing for the past several years, total sales are expected to decrease by 1967. The effort by farm leaders to increase tomato production has obviously not been successful, largely because of the difficulty in getting the produce to a processing plant in Virginia, which is quite a distance from the county. In the event a processing plant is located in or near the county, tomato production could very easily be revitalized.

In the light of the recent 5 percent cut in flue-cured tobacco acreage and the unusually large stocks in the Stabilization Corporation,^{1/} the 13 percent increase visualized for tobacco income by 1967 may prove to be more optimistic than realistic.

Some of the relatively small sources of farm income like sweet potatoes, small fruits, watermelons and apples are expected to make great increases by 1967. Even if they do achieve the growth visualized, farm income will not appreciably be improved by these commodities. Farm income in Rockingham County will still be tied to tobacco production, a commodity in which there is little room for expansion.

^{1/} Stabilization bought 237 million pounds of flue-cured tobacco in 1962. This is three times the 70 million pounds purchased in 1961. With an unusually large amount of carry-over from crop 1955-1961, Stabilization is now in serious trouble.

According to an agricultural extension publication entitled "Promising North Carolina Farm Enterprises", Rockingham County has a potential for processing the present tomato production with the county. The county is also ideally located to produce ornamentals for retail, is situated in an area most likely for heaviest expansion of broiler production, has possibility to increase beef cow herds and expand feeder pig enterprises, and is in a likely area for expansion in sheep production. Situated in an area where there is an excess supply of Grade A Milk, there is a possibility for dairy-products manufacturing facilities.

CONCLUSION

Educational attainment, level of income and employment opportunities are closely associated with one another. The more formal or informal training a person has had in learning a trade, the greater will be his opportunity for full-time, permanent employment; and the longer the period of continuous employment, the greater will be his income. This concept applies to the situation existing in Reidsville.

Although Reidsville residents have higher incomes and are better educated, on an average, than the population of either Rockingham County or North Carolina, there are many people with an inadequate education, low income; and there are those who are seeking greater economic opportunities.

In many cases, those individuals with a poor education are the ones with low income. Those individuals represented by the 939 families with less than \$3,000 in annual income make up a large portion of the 2,396 people who had less than a 6th grade education in 1960.

When a person is either unemployed or underemployed, he is inclined to seek employment opportunities elsewhere. A significant portion of Reidsville's residents work out-of-county, and a large number of young adults leave the city seeking better economic opportunities.

Due to the slow growth nature of the predominant industries and the trend toward replacing employees by automation, unlettered and unskilled workers are likely to continue to find employment opportunities scarce.

Many of the county and city residents migrate to other areas of the State and Nation in search of better economic opportunities. The exodus from the farms in Rockingham County is likely to continue in the future.

The larger number of people unemployed and underemployed in Rockingham County and the city offer a great challenge to Reidsville. The additional income that could be earned by this potential labor supply could revitalize the present sluggish economy.

Before these people can be employed in Reidsville, new job opportunities by industrial expansion must be available. Industrial expansion by way of attracting new firms to the city will depend more on the quality of the labor supply than the amount of workers available. The industrial education center located at Spray provides the citizens with a wonderful opportunity to develop skills and learn new trades.

In interviews with several businessmen in Reidsville it was learned that local firms have need of products and services which could be, but are not offered locally. For example, due to the large number of cardboard boxes used by local concerns, it may be that a box manufacturing plant could profitably locate in the city. Several business concerns expressed a need for a local concern to print the forms they used in great quantities. Each concern like these can employ only a few people but in the aggregate they can employ a lot of people.

Reidsville's future economic growth may depend as much, and perhaps more, on expansion by small concerns rather than large concerns or the attraction of one large firm to revitalize the economy.

Should Reidsville succeed in providing full employment opportunities for all people in the city and the surrounding area, its population growth during the next decade could even surpass the rate of growth envisioned for the Piedmont and the city's population could surpass the 17,600 people estimated for 1980.

A P P E N D I X

Appendix A POPULATION BY TOWNSHIPS IN ROCKINGHAM COUNTY
AND THE CITY OF REIDSVILLE, 1940-1960, WITH PROJECTIONS FOR 1970 AND 1980

Township	1940	1950	1960	1970*	1980*
Huntsville	2,253	1,743	1,760	1,700	1,500
Leaksville	17,521	18,774	19,474	19,400	19,000
Madison	5,683	6,730	7,870	8,800	9,700
Mayo	3,010	3,633	3,940	4,200	4,300
New Bethel	2,520	2,817	3,011	3,100	3,100
Price	1,271	1,160	1,260	1,300	1,300
Reidsville	12,661	15,498	17,772	19,600	21,000
Ruffin	4,846	5,360	5,629	5,700	5,600
Simpsonville	2,005	2,310	2,080	1,700	1,500
Wentworth	3,996	4,614	4,712	4,700	4,500
Williamsburg	2,132	2,177	2,121	1,900	1,700
Total County Population	57,898	64,816	69,629	72,100	73,200
City of Reidsville	10,387	11,708	14,267	15,500	17,600

* Figures rounded off to nearest hundred.

Appendix B POPULATION PROJECTION FOR REIDSVILLE BY AGE GROUPS, SEX AND RACE, 1970 and 1980

AGE IN YEARS	MALE			FEMALE		
	1960	1970*	1980*	1960	1970*	1980*
<u>WHITE</u>						
Less than 5	511	560	680	442	480	490
5 - 9	506	430	550	468	400	510
10-14	454	520	590	418	470	520
15-19	307	470	410	331	460	400
20-24	219	380	450	310	430	490
25-29	267	340	520	279	350	490
30-34	350	260	460	418	320	460
35-39	376	240	310	390	260	330
40-44	346	370	360	376	420	330
45-49	322	350	230	372	370	260
50-54	274	340	370	302	350	400
55-59	210	270	300	246	330	340
60-64	157	200	260	183	270	320
65+	257	400	550	435	640	890
TOTAL	4,556	5,130	6,040	4,970	5,550	6,230
<u>NONWHITE</u>						
Less than 5	289	240	350	288	240	340
5 - 9	302	220	280	281	200	260
10-14	267	290	260	226	290	260
15-19	162	250	260	165	310	230
20-24	127	190	220	131	140	190
25-29	114	120	190	145	140	270
30-34	134	90	150	171	100	110
35-39	172	100	110	211	150	140
40-44	146	130	90	148	120	70
45-49	139	140	90	170	170	120
50-54	121	120	110	128	120	100
55-59	97	120	120	120	140	140
60-64	66	100	100	90	100	100
65+	134	110	260	197	330	390
TOTAL	2,270	2,220	2,590	2,471	2,550	2,720
GRAND TOTAL	6,826	7,350	8,630	7,441	8,100	8,950

* Since these figures are rounded off by only one place and those in Appendix A by two places, the totals given here do not agree with those in Appendix A unless rounded off two places.

Appendix C EMPLOYMENT IN REIDSVILLE, 1960

	Total	White		Nonwhite	
		Male	Female	Male	Female
Population age 14 or over	10,030	3,123	3,810	1,480	1,617
Labor Force	6,615	2,662	1,934	1,124	895
Percent in Labor Force	66.0	<u>85.2</u>	50.8	<u>75.9</u>	55.3
Employed	6,130	2,599	1,864	1,001	666
Unemployed	485	63	70	123	229
Percent Unemployed	7.3	<u>2.4</u>	3.6	<u>10.9</u>	25.6

Appendix D EMPLOYMENT IN REIDSVILLE BY INDUSTRY, 1940, 1950 & 1960

Industry	1940	1950	Percent Change	1960	Percent Change	Percent of Total, 1960
Total	4,350	5,178	19.0	6,130	18.4	100
Manufacturing	2,119	2,248	6.0	2,573	14.5	42.0
Lumber & Furniture	42	53	26.2	43	-18.9	0.7
Metal	6	8	33.3	29	262.5	0.5
Machinery	1	18	1700.0	61	238.9	1.0
Other Durables	2	18	800	29	61.1	0.5
Food	49	67	36.7	76	13.4	1.2
Textiles	570	348	38.9	451	29.6	7.4
Apparel	44	28	36.4	298	964.3	4.9
Printing	28	45	55.2	63	40.0	1.0
Chemicals	15	6	-60.0	7	16.7	0.1
Other Nondurables	1,362	1,657	21.8	1,516	-8.5	24.7
Construction	191	314	64.4	473	50.6	7.7
Transportation	88	111	26.1	66	-40.5	1.1
Communications & Utilities	61	133	118.0	225	69.2	3.7
Commerce	753	1,049	39.3	1,259	20.0	20.5
Wholesale	53	109	105.7	79	-27.5	1.3
Retail	554	765	38.1	928	21.3	15.1
Finance	76	107	40.8	180	68.2	2.9
Business & Repair Services	70	68	-2.9	71	4.4	1.2
Personal Service	620	543	-12.4	591	8.8	9.6
Professional	289	544	88.2	649	19.3	10.6
Other	229	236	3.1	259	25.0	4.2

Appendix E VALUE OF FARM PRODUCTS SOLD IN ROCKINGHAM COUNTY, 1954 and 1959

	1954	1959	% of Total in 1959	% Change 1954-1959
Total of all Products Sold	\$10,769,580	\$11,591,495	- -	+ 7.6
Average per farm	2,556	3,626	- -	+ 41.9
All Crops Sold	9,953,030	10,093,208	87.1	+ 1.4
Field crops, other than vegetables & fruits and nuts, seed	9,755,806	9,820,735	84.7	+ 0.7
Vegetables sold	19,280	7,949	0.1	- 58.8
Fruits & Nuts sold	45,466	25,137	0.2	- 44.7
Forest products and horticultural specialty products sold	132,478	239,387	2.1	+ 80.7
All Livestock & Livestock Products Sold	816,550	1,498,287	12.9	+ 83.5
Poultry & poultry products sold	194,563	298,975	2.6	+ 53.7
Dairy products sold	372,182	620,660	5.4	+ 66.8
Livestock & livestock products, other than poultry & dairy sold	249,805	578,652	5.0	+131.6

SOURCE: U. S. CENSUS OF AGRICULTURE

Appendix F ESTIMATED 1961 & ANTICIPATED 1966 AGRICULTURAL INCOME FOR ROCKINGHAM COUNTY*

	Total \$ Sales	Total \$ Sales	% of Total in 1966	% Increase
<u>Crops</u>				
Tobacco	13,924,575	15,750,000	80.4	13.0
Corn	130,000	155,000	0.8	19.2
Wheat	165,000	200,000	1.0	21.2
Oats	3,080	5,000	0.0	62.3
Barley	5,170	15,000	0.1	190.1
Soybeans	7,875	9,000	0.0	14.3
S/Potatoes	1,100	32,000	0.2	2,809.1
Lespedeza (seed)	5,640	5,820	0.0	3.2
Hay	32,000	40,000	0.2	25.0
Sorghum	672	650	0.0	- 3.3
Small Fruits	12,500	25,000	0.1	100.0
Apples	1,000	1,400	0.0	40.0
Peaches	1,575	1,700	0.0	7.9
Tomatoes	8,750	8,000	0.0	- 8.6
Watermelons	13,500	50,000	0.3	270.4
<u>Livestock & Poultry</u>				
Cattle for beef	165,000	300,000	1.5	81.8
Milk	690,200	690,200	3.5	--
Sheep	4,000	6,000	0.0	50.0
Hogs	82,000	160,000	0.8	95.0
Broilers	240,000	360,000	1.8	50.0
Hens & Eggs	490,000	490,000	2.5	--
Other	221,580	221,580	1.1	--
<u>Forest</u>				
Pulpwood	40,500	150,000	0.8	270.4
Lumber	900,000	900,000	4.6	--
Other (Christmas Trees firewood, etc.)	6,000	15,000	0.1	150.0
TOTAL	17,151,717	19,591,350		14.2

* The five year period includes January, 1962 - December, 1966. Projections made by County Agricultural workers early in 1962.

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